GEYER PUBLICATION

OFFICE SYSTEMS

Edited for

PURCHASING AGENTS

CONTROLLERS AND

OFFICE MANAGERS

May

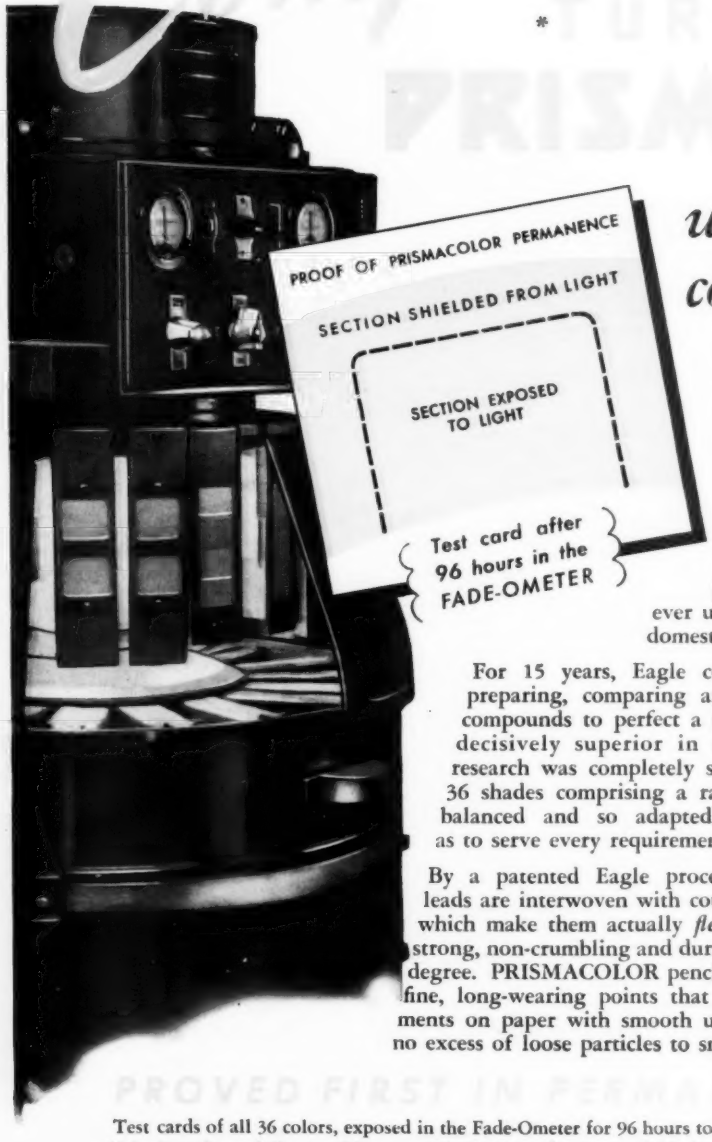
1941

DREW [illegible] INC. PUBLISHERS 330 [illegible] NEW YORK N. Y.

Compare the new

* TURQUOISE

PRISMACALAR



with the finest colored pencils you've ever known!

For range, brilliance and permanence of color, as well as strength and smoothness of lead, PRISMACOLOR pencils surpass any you have ever used, either from foreign or domestic sources.

For 15 years, Eagle color chemists have been preparing, comparing and testing new pigment compounds to perfect a range of colored pencils decisively superior in service qualities. Our research was completely successful in developing 36 shades comprising a range of colors so well balanced and so adapted to perfect blending as to serve every requirement of art and industry.

By a patented Eagle process, PRISMACOLOR leads are interwoven with countless tiny filaments which make them actually *flexible,* and therefore strong, non-crumbling and durable to a remarkable degree. PRISMACOLOR pencils sharpen easily to fine, long-wearing points that deposit their pigments on paper with smooth uniformity, leaving no excess of loose particles to smudge your work.

36 COLORS

*901 Indigo Blue
*902 Ultramarine
903 True Blue
904 Light Blue
905 Aquamarine
908 Dark Green
909 Grass Green
910 Emerald Green
911 Olive Green
912 Apple Green
*915 Lemon Yellow
*916 Canary Yellow
917 Yellow Orange
918 Orange
*921 Vermilion Red
922 Scarlet Red
923 Scarlet Lake
924 Crimson Red
925 Crimson Lake
926 Carmine Red
929 Pink
930 Magenta
931 Purple
932 Violet
*935 Black
936 Dark Gray
937 Light Gray
*938 White
939 Flesh
942 Yellow Ochre
943 Burnt Ochre
944 Terra Cotta
945 Sienna Brown
946 Dark Brown
*949 Silver
*950 Gold

10¢ EACH

*Recommended for Marking on Blue Prints

PROVED FIRST IN PERMANENCE!

Test cards of all 36 colors, exposed in the Fade-Ometer for 96 hours to strong ultra-violet light (equal to a full year of June sunshine), showed no appreciable loss of brilliance and intensity in any color. And, since PRISMACOLOR pencils are made from insoluble pigments, their marks will not smear under moist hands or run from accidental wetting.

SEND FOR A

FREE SAMPLE

in any one color listed at right. Please mention this publication and the name of your pencil dealer.

TURQUOISE

PRISMACALAR

EAGLE PENCIL COMPANY • 703 E. 13TH STREET, NEW YORK CITY

To answer the above ad use QUICKMAIL COUPON No. 3

LEADERSHIP comes as a result of outstanding performance. It pays to wear the best. It pays to use the best. Arrow Shirts give you social prestige. Columbia Carbons give you business prestige.

The secretary gives her approval to the boss' trim Arrow Shirts—the boss is enthusiastic about the beautifully clear, low cost letters that his secretary writes with Columbia Ribbons and Carbons.

All because both Arrow and Columbia products are made from "the customer's angle" —the same careful research, attention to details, expert workmanship—for good looks, long life, hard wear, lasting satisfaction.

Columbia can cut typing costs, improve typing performance on all regular and special types of work. Let a Columbia sales representative prove it. Use QUICKMAIL COUPON No. 2, or call the Columbia office nearest you.

ARROW

Columbia

COLUMBIA RIBBON & CARBON MANUFACTURING CO., INC.
Main Office and Factory: Glen Cove, L. I., N. Y.
New York Sales and Export, 58-64 West 40th St.
Kansas City, Mo., Dwight Bldg.
Factories—London, England, and Sydney, Australia

COLUMBIA
TYPEWRITER RIBBONS & CARBON PAPERS

America is Going Air Minded with

KISCO

CIRCULAIR

"SUCCESSOR TO THE FAN"

The Original . . . Pioneer . . . And Patented Kisco Air Recirculators

. . . The New Streamlined Idea of Cooling and Ventilating

The "NU-PEP"

A compact, but powerful air recirculator for desk or table. Supplied with or without disappearing ash receiver. Metalescent bronze or ivory finish.

These beautifully styled, decorative pieces of office furniture contain invisible electric air recirculators capable of moving up to 4200 Cubic feet of air per minute. They are extremely quiet in operation, and there are no objectionable blasts or drafts. They will not disturb papers on office desks, yet they keep ALL the air in a room in constant circulation. Ask your office equipment dealer for a demonstration.

The "NU-SMOKER"

A beautiful smoker stand that conceals a powerful air recirculator. A unit anyone would be proud to own. Finished in metalescent bronze and trimmed in chrome.

The "LO-AIR"

A rugged low table model in black and chrome. Four blade assembly; 3-speed control; moves up to 4200 cu. ft. of air per minute.

The "UTILITY"

A handsome and useful table which conceals a powerful 4-blade, 3-speed air recirculator, 4200 C. F. M. capacity. Black and chrome finish.

The "MAJESTIC"

Tall . . . Stately . . . A pedestal type air recirculator of utmost beauty and efficiency. Rich satin-silver finish enhances the appearance of any room

The New Kisco
***Eddy* "DEFLECTO"**
COOL-CIRCLE-ATOR

Brand New, modern, streamlined ceiling fixtures that not only cool in a delightfully different manner, but dissipate smoke and fumes . . . without blasts or drafts. Powerful, quiet, 4-blade assembly distributes cooling air currents outward and downward over a wide area. Four sizes, bone ivory finish with bright copper plated trim.

The "SENATOR"

A beautiful unit, combining serving tray, smoker and air recirculator. Alcohol-proof plastic top. Two-tone tan and chrome finish.

Protected by Patents
U. S. Patent Numbers: 75,485—76,012 — 101,479 — 107,777—109,012 — 114,222—114,223—114,224—1,694,214 — 1,712,698—2,130,802—Other patents applied for.

SEE YOUR OFFICE EQUIPMENT DEALER . . . ASK FOR A DEMONSTRATION . . . OR WRITE DIRECT FOR COMPLETE INFORMATION ABOUT WHO SELLS IT AND WHERE. USE QUICKMAIL COUPON NO. 46.

KISCO COMPANY, INC.

39th & CHOUTEAU AVE. ST. LOUIS, MO.

OLD TOWN *Silk & Sable*

ells the year's *most dramatic* ribbon and carbon story . . . . . .

Luxury . . . America loves it . . . especially when there's only trifling difference in cost. Every business house, large or mall, can afford "Silk and Sable". OLD TOWN Silk, undisputed ader of the ribbon family, adds prestige to executive correondence. OLD TOWN Sable produces crystal clear carbon opies that are balm to jaded eyes.

oin the OLD TOWN PARADE to PREMIUM PROFITS!

1941 is an OLD TOWN Year! A stepped-up advertising camaign with teeth in it is delivering the mighty OLD TOWN mesage from coast to coast and border to border. An eye-catching indow display moves more merchandise per sq. inch than any iplay you have ever seen. A host of other selling aids turn our inventory into ready dollars. Join OLD TOWN and get a lueprint to profits. We tell 'em and you sell 'em. Write or wire oday for the most sought-after franchise in ribbons and carbons.

Gorgeous Marie Wilson typifies the luxury of Silk and Sable. Miss Wilson is currently appearing in "Rookies on Parade"—a Republic Picture.

"The Secret of Beautiful Letters" is a booklet every intelligent secretary will enjoy reading. Send for your free copy.

OLD TOWN *Ribbons & Carbons*

"MAKE A GOOD IMPRESSION"

Use QUICKMAIL COUPON 40

750 Pacific Street, Brooklyn, N. Y. 59 East Van Buren Street, Chicago 788 Mission Street, San Francisco

8 good ways to save money in your office

Bates Numbering Machine
The acknowledged leader throughout the civilized world for fifty-one years.

Bates Stapler
Makes its own staples. 5,000 in one loading. Can't jam or clog. Rugged.

Bates File Fasteners
Lay flat, bind tight. No sharp edges. Positive slide locks. Lower cost. Profitable.

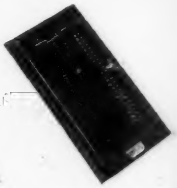
Bates Mun-Kee Pads
Reversable, renewable filler. Silent rubber base. Handsome. Long-lived.

Bates Eyeleter
Feeds, inserts and crimps eyelets in one instantaneous automatic operation.

Bates Perforator
Easiest action, larger waste container. Compact. Economical. Lower cost.

Bates Dialist
Dial the letter you want like a phone. The cover pops open like magic.

Bates List Finders
Simplest listing device ever made. An ideal time saver for home or office.

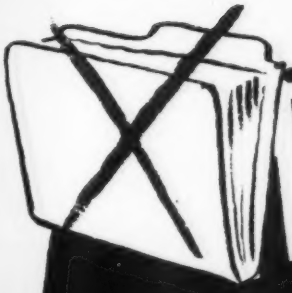


You can get Bates Products at all good stationers or stamp dealers. They are all of high quality, backed by a company that has been the leader in its field for over fifty years.

Bates quality products

The Bates Mfg. Co., Orange, N. J. New York Office, 30 Vesey St.

To answer the above ad use QUICKMAIL COUPON No. 34

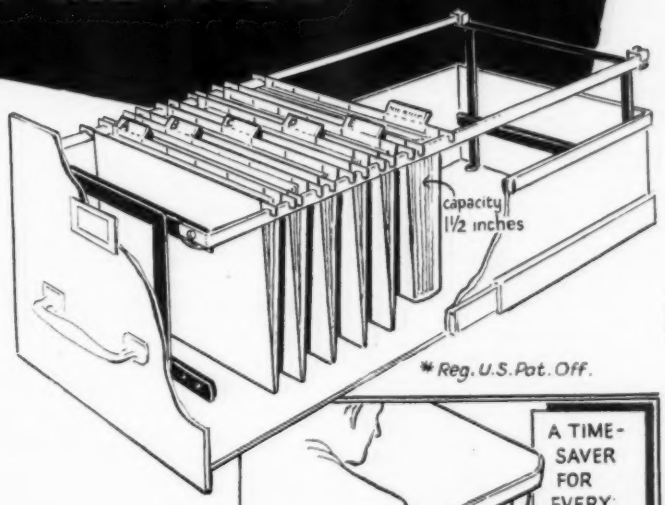


Buy no OLD STYLE FILE FOLDERS--

until you have seen the new, revolutionary Oxford

PENDAFLEX*

FILING METHOD



*Reg. U.S. Pat. Off.

A new basic filing principle — folders

HANG

in your files!

This unique, revolutionary filing method ends forever the nuisance of sagging folders. It eliminates the troublesome follower block and rod. You can file a thick catalog as easily as a single letter. Space from which you remove a folder stays open to allow quick, easy re-filing. PENDAFLEX is the greatest advance in filing since the evolution of the file folder. ALL filing operations are speeded up and made easier.

The simple steel frame and suspended folders will fit in your letter or legal size drawers without alterations. Once installed, your filing department will reach a new high in performance, a new low in misfiling and fatigue.

PENDAFLEX is sold by leading Stationers everywhere. The full story of the many advantages of PENDAFLEX is in our leaflet. Write for it today.

Use QUICKMAIL COUPON No 12

Here's the OXFORD PENDAFLEX

DESK DATA OUTFIT

for your deep desk drawer.

Pendaflex folders for your desk drawer file, too!

Keeps important data at your finger tips, ready for instant reference. Includes steel container, 25 Pendaflex hanging folders, and your choice of 100 printed headings.

Price, $4.95 complete (slightly higher in West and South.)

OXFORD FILING SUPPLY CO.

340 Morgan Avenue, Brooklyn, N. Y.

★ ★ ★ ★ ★

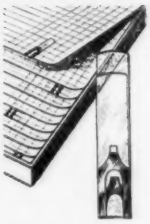
Five Star Performers

Graffco

★ Cellugraf Signals
★ Nu-Vise Signals
★ Nu-Viz Signals
★ Maptacks
★ Vise Clips

They improve business routine, increase efficiency, cut office costs. Other star performers are *Graffco* Marking Tacks, Vise Index Tabs, Cellu-Vise Index Tabs, Gummed Cloth Tabs, and the long-famous Vise and Viz Signals.

CELLUGRAF SIGNALS double the efficiency of visible index and record systems. The finest signals made. *Transparent* celluloid in 6 colors and 2 sizes; *Opaque* (matte writing surface) in 4 colors, 2 sizes.



NU-VISE SIGNALS . . . the modern signal for vertical card records. Newly designed for easy attaching. No projections to catch edges of other cards. In 12 brilliant colors, and printed sets.

NU-VIZ SIGNALS . . . for visible records. Flat front; no projections. "Tops" in steel signal value. Four styles, 3 widths, 12 brilliant colors.

MAPTACKS have a hundred uses in recording data on maps or charts. Uniform unbreakable heads; needle points. A thousand combinations of colors, symbols, etc.

VISE CLIPS—in 3 sizes—for those buyers who want a really *good* clip. Neat in appearance—effective in use—flat in the mail!

NO. 1 VISE CLIP

GEORGE B. GRAFF COMPANY
68 Washburn Avenue Cambridge, Mass.

★ ★ ★ ★ ★

Indelible Information

Dixon's ELDORADO *Indelible Copying Pencils...*

...include a lead for every indelible copying requirement. And because the leads are stronger and don't soften, these pencils bring repeat business from satisfied users. Dixon's Eldorado indelibles, with or without protective mouthpiece, are made in 4 degrees — extra hard — hard — medium — soft. The soft degree is used extensively for duplicator and hectograph work.

Dixon INTENSO *Indelible Copying Pencils...*

...a complete line of pencils made especially for wet process duplicator copies and hectograph work. In addition to the popular purple, Intenso is made in red, magenta and blue. All have protective mouthpiece.

See your Stationer for complete price and packaging information about these Dixon indelible pencils or write to—

Pencil Sales Department 53-J5
JOSEPH DIXON CRUCIBLE CO., JERSEY CITY, N.J.

To answer the above ad use QUICKMAIL COUPON No. 11

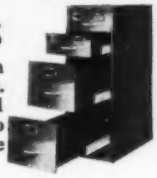
Why OFFICE EQUIPMENT BUYERS STANDARDIZE ON A-S-E AURORA

VALUE is what buyers want . . . and value in A-S-E Aurora Equipment is easily recognized. Superior workmanship and attractive extra value have built sales-producing consumer acceptance.

In A-S-E Aurora *Balanced-Design* Files, for instance, there are 58 points from sturdy inside frame to the side-locking follower. Every detail of construction, no matter how inconspicuous, is on a quality par with every other design feature and mechanical part. There is a type of A-S-E Aurora File for every need.

When you standardize on equipment like this, you are assured of greater dollar-for-dollar value. You are assured of equipment that stands up year after year—with minimum maintenance expense. You are assured of equipment that is attractive—able to blend perfectly with its surroundings. Write for full details today—there is no obligation.

ASE FILES are furnished in four full lines. Types, sizes and arrangements to suit any office need.



57 ASE Storage and Wardrobe Cabinets for higher quality — lower cost.

ASE *DS* Files answer the need for practical, economical and effective storage of permanent and inactive records.

New ASE Blueprint Cabinet meets the flat-sheet filing requirements of every engineering office . . . furnished in 5-drawer and 3-drawer units.

Send QUICKMAIL COUPON No. 8 for your copy of the A-S-E Aurora Catalog. It gives a complete description of this durable, attractive line—shows you how you can get the most value out of your office equipment purchase.

ASE AURORA FILES CABINETS DS FILES

ALL-STEEL-EQUIP COMPANY, INC.

905 JOHN STREET, AURORA, ILLINOIS

KEEP COOL -- HIT THE BALL!

Keep that efficiency average up this summer in your office organization with Air-Flight Circulators

Spreads cool, invigorating air over a wide area. Easily cools a 4-desk space.

No drafts, personal inconvenience, or disturbance of papers on desks.

- Safe
  - Powerful
    - Economical

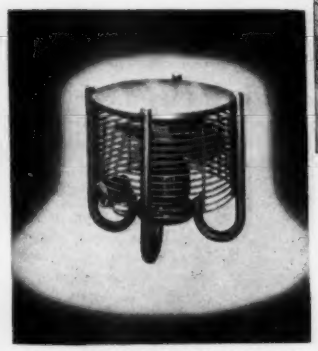
Styled by nationally known designer . . . finished to blend with office appointments.

All Air-Flight Circulators carry 5-YEAR MOTOR GUARANTEE and OUT-PERFORM!

- Quiet
  - Portable
    - Practical

YOU BE THE UMPIRE—YOU MAKE THE DECISION

HAVE THE AIR-FLIGHT CIRCULATOR DEMONSTRATED IN YOUR OFFICE BY OUR AUTHORIZED STATIONER OR OFFICE SUPPLY DEALER IN YOUR CITY, OR SEND QUICKMAIL COUPON NO. 14 FOR FULL PARTICULARS.

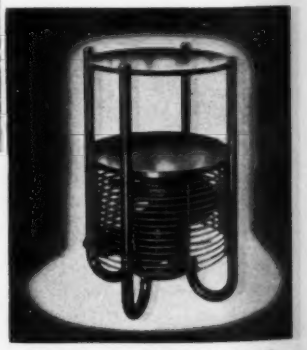


Model No. 10—Finished in attractive Two-Tone Opalescent Gray. Three speed, quiet operating. Sturdy ring guard offers complete protection.

For the Office

Model No. 20—Finished in Two-Tone Opalescent Gray; wider air spread; three speed, quiet operating. Sturdy guard offers complete protection.

For the Home



Model No. 30—Finished in Two-Tone Statuary Bronze. Added table-shelf. Three speed, quiet operating. Sturdy ring guard offers complete protection.

W. W. WELCH COMPANY

General Offices: Carew Tower
CINCINNATI, OHIO

Super-Filers now in service will continue to render EFFICIENT, TIME-SAVING and ECONOMICAL service for a business life-time . . . a period in which they will save many times their cost in office production. • The actual purchase of files should be in anticipation of this long-term service. It should be fundamental to their selection, and guide the Purchasing Agent along lines of profit to management. • Super-Filer's swing-front drawer is more than a convenience; it provides more usable filing space by giving every drawer CAPACITY filing with full visibility and accessibility. When Super-Filer is opened, 4 inches is ADDED for easy filing and finding. When closed, Super-Filer exerts full and safe compression to a completely filled drawer.

THE GENERAL FIREPROOFING COMPANY • YOUNGSTOWN, OHIO

Products by GF: METAL DESKS · ALUMINUM CHAIRS · FILING CABINETS
SAFES · STEEL SHELVING · STORAGE CABINETS · FILING SUPPLIES

To answer the above ad use QUICKMAIL COUPON No. 6

Sell PRECISION AND Lifetime PERFORMANCE

STAPLES
PINS
TACKS
CLIPS

ACELINER
STAPLES 4 WAYS

$6.00
Colors:
WALNUT
GREEN
BLACK
MAHOGANY

Those who sell ACE Stapling Machines know that ACE engineering is *Distinctive* and *Creative*—that their customers get *Precision* and *Lifetime* Performance, whether they choose America's Most Beautiful ACELINER, or the inexpensive ACE Glider or ACE Scout. To the millions of ACE users, this name stands for *"The World's Most Perfect Stapler."*

ACE Outsell All Others

ACE GLIDER $1.50

ACE SCOUT $1.00

ORDER FROM YOUR STATIONER

ACE FASTENER CORPORATION
3415 N. Ashland Ave., Chicago
Makers of
THE WORLD'S BEST STAPLING MACHINES

To answer the above ad use QUICKMAIL COUPON No. 15

FILING INCHES SAVED

Means . . .

DOLLARS SAVED IN SPACE AND VALUABLE EQUIPMENT

BARKLEY *Plastic* TAB INDEXES

THE THICKNESS OF THE INDEX TAB IS ENTIRELY ABOVE THE BODY OF THE GUIDE CARD

Since there is no bulk extending below the level of the Guide Card there is a saving in space of from 20% to 40%. This is a real sales feature translated in terms of valuable space and equipment saved. Barkley Plastic Tab Indexes have these additional features: Magnified Visibility . . . Smooth non-snag surfaces . . . Magnified Visibility.

Be sure your customers see this newest innovation in filing equipment. Send for Your sample now—no obligation.

C. L. BARKLEY & CO.
Established 1921
517 S. JEFFERSON STREET CHICAGO, ILL.

To answer the above ad use QUICKMAIL COUPON No. 32

"Have him take us to The Fifth Avenue Building...

we'll see the pick of the lines there"

ALERT buyers go to The Fifth Avenue Building *first*. Because they have discovered that here, under one roof, is a wide variety of displays by leading makers of fine stationery, greeting cards and playing cards. Here they inspect lines quickly . . . and save *days*.

The Fifth Avenue Building is easy to reach. A subway entrance in the building connects directly with railroad terminals. Buses pass the doors. Good hotels are close.

Thoughtful owner-management makes it easy for the buyer. The Visitors' Bureau, a completely equipped suite of offices, is for his free use. The Conference Room, seating over forty persons, is used by tenants. An efficient Information Bureau aids both tenant and buyer. Two restaurants serve fine food.

Make The Fifth Avenue Building your headquarters when you are in New York. You'll be impressed by its many advantages.

The FIFTH AVENUE BUILDING

"MORE THAN AN OFFICE BUILDING"

BROADWAY AND FIFTH AVENUE AT MADISON SQUARE, NEW YORK

To answer the above ad use QUICKMAIL COUPON No. 42

RECOGNIZED LEADERSHIP IN LEATHER CHAIRS!

Compare values and you'll see why the experienced buyer chooses from the JASPER CHAIR CO. line when he wants leather upholstered office chairs. Years of manufacturing experience and modern production facilities result in chairs of exceptional comfort at moderate price. The range of styles is so complete, and the selection of grades and colors of leather so wide, that there is a chair for almost every office requirement.

JASPER CHAIR CO. Jasper JASPER, IND.

Use QUICKMAIL COUPON No. 22 for Catalog showing the complete line.

JASPER CHAIR CO.

JASPER INDIANA

George A. Litchfield, Sales Mgr.
Jasper, Ind.

NEW YORK
R. J. Freeman
383 Madison Ave.

CHICAGO
W. H. Brown
6708 Glenwood Ave.

SEATTLE
S. H. MacDonald
Orpheum Building

SOUTHWEST
E. W. Thomas, Box 3493
Peninsular Station
Daytona Beach, Fla.

SOUTHERN
James E. Fowls, 3414 Euclid
Heights Blvd., Cleveland, Ohio

The Test of Time

Liberty Record Storage Boxes have stood every test for over 22 years.

- Since the first Liberty Box was manufactured they have been subjected daily to every storage condition . . . and every time they have proved superior.
- Liberties have stood the test of efficiency. No other box has surpassed or even equalled Liberties for efficient record storage.
- They have stood the test of economy. Throughout the years, Liberties have always proved to be the most economical.
- Most important of all — Liberties have passed the supreme test—customer acceptance. Each year thousands of concerns have become Liberty minded until now there are over 78,000 users.
- Liberties are definitely the best bet for storing inactive records—they are the only satisfactory answer to the record storage problem.

Here are five sound reasons why you should use LIBERTY Boxes:

1. **For low-cost record storage.**
2. **For highest quality materials.**
3. **For protection against loss, dust or damage.**
4. **For system and order in the storage room.**
5. **For standardization—a national favorite for 22 years.**

Liberty

Attach this ad to your letterhead and mail today for a FREE Sample box for Letters, Checks, Deposit Slips or any one of the 23 standard sizes available. No obligation.

BANKERS BOX COMPANY
536 SOUTH CLARK STREET CHICAGO, ILLINOIS

To answer the above ad use QUICKMAIL COUPON No. 38

Buy *Quality* and *Performance* At Its Best —— For Less!

"*Master Grade*" REMANUFACTURED

UNDERWOOD

Master Grade Underwood

SAVE 40%

TO ANSWER THIS AD
Use QUICKMAIL
COUPON No 44

THE WHOLESALE TYPEWRITER CO.
Only Authorized Rebuilder of the Underwood

155 SIXTH AVENUE
NEW YORK, N. Y., U.S.A.

typogram

Reflections of a veteran office manager on the use of Ribbons and Carbons . . .

A sloppy typist can look cold-bloodedly at a smudged or treed carbon copy and grin it off with a "My . . . my . . ." But I'll wager YOUR girls don't react that way.

Speaking from my own experience, eight out of ten typists, in small, medium or largest offices . . . "without regard to creed, color or previous condition of servitude" . . . abhor bad carbon copies as naturally as they shun poor typing production.

It's their pride in their work.

Most stenographers and copyists don't have to be taught that their output is a reflection of themselves . . . they knew it long before you ever thought of it, because they are women!

Even if it were more expensive, your carbon papers and typewriters ribbons should be of the finest quality . . . carefully made to yield superior performance over the longest stretch . . . each kind precisely pat for the intended purpose.

But it does NOT cost more to outfit your typists with the best typing supplies. First, the initial cost is negligibly greater than the "bad news" on inferior carbons and ribbons. Second, the mileage and smileage compensate for the pecuniary difference . . . and then some!

Next time you are tempted to grouch and chisel and pare down on a proposed investment in typing accessories, I suggest you call in one of your girls . . . not the smartest, or the dumbest . . . just any average girl on the staff . . . and consult her before you place your order.

If you listen well, you're going to hear something very revealing to any executive who has it in his mind that "all ribbons and carbons are the same anyhow".

Don't say I haven't warned you . . .

Use QUICKMAIL COUPON No 21

Joe Roberts
speaking for

MITTAG & VOLGER, Inc.
PARK RIDGE NEW JERSEY
SALES AGENCIES IN LEADING CITIES THE WORLD OVER

You win
thanks all down the line with Sengbusch

Handi-pen sets

—as standard equipment on every desk

When you see a salesman walk in with the demonstration kit shown above, it pays you to give him a little time.

For he can show you a way to achieve new, appreciated distinction and convenience in every office, from the president's to a file clerk's. And do it at a modest cost that makes the treasurer beam.

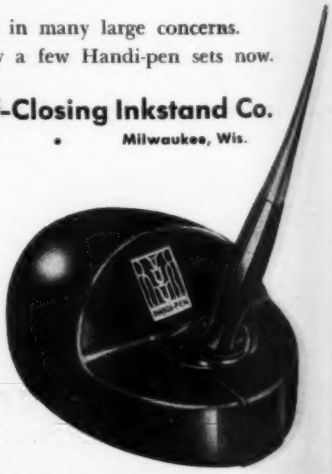
The trick is to adopt the Handi-pen "family," a harmonizing group of handsome pen sets, ranged in price to fit every need.

The Handi-pen saves waste motion, saves tempers in any office. The tip rests in fresh ink—ready to write the instant it touches the paper. No flooding, no clogging, no constant dipping.

Standard equipment in many large concerns.

Call your dealer—try a few Handi-pen sets now.

Sengbusch Self-Closing Inkstand Co.
525 Sengbusch Building • Milwaukee, Wis.

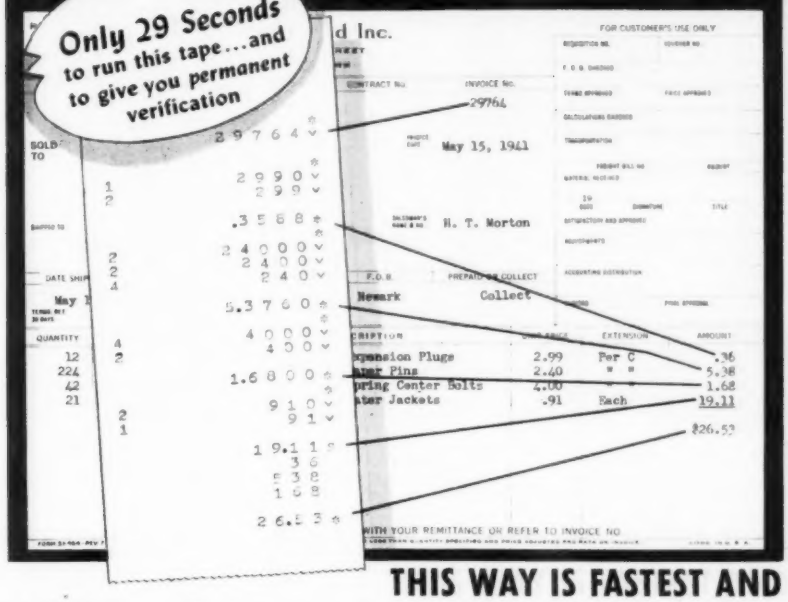


HP-6 *Handi-pen*

The leader in the fast-selling Handi-pen line. Harmonizing sets $2.75 to $10.00—a style for every office need.

To secure further information use QUICKMAIL COUPON No. 7

Extending Orders? Verifying Invoices?



THIS WAY IS FASTEST AND EASIEST . . . *it proves you* RIGHT THE FIRST TIME

Remington Rand's new Printing Calculator is the only machine that leaves something with you when the invoice extending job is finished . . . a printed record (*an automatic by-product!*) identified by invoice number, showing every single calculation, and always available for future reference. Today . . . when, more than ever, time is money . . . the Printing Calculator saves both in great measure, because it's the only machine in the world with printed multiplication and printed automatic division, plus the convenience of listing, adding and subtracting facilities.

THE TAPE TELLS THE TALE

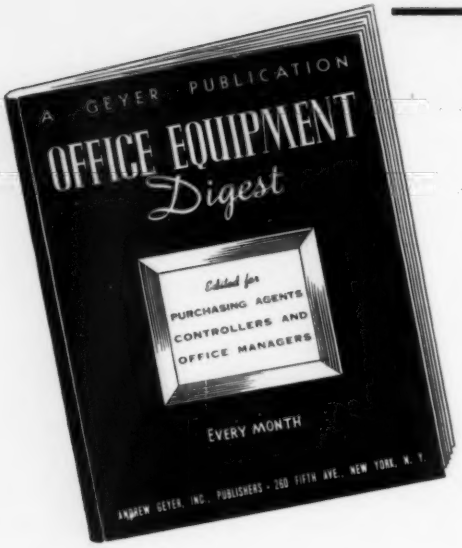
A HUNDRED USES

await this fast, versatile, touch-method operated machine in your office. Mark-ups, discounts, estimates, payrolls, costing, depreciation . . . these are only the more important jobs the Printing Calculator does better . . . because it proves you right the first time. Get an action demonstration right now at your nearest Remington Rand office. Or write Remington Rand Inc., Buffalo, New York.

The Remington Rand Printing Calculator

TO ANSWER THIS AD *Use* QUICKMAIL COUPON No 36

ONLY *Remington Rand* CAN FURNISH EVERY OFFICE NEED



Use

QUICKMAIL REPLY COUPONS

TO ANSWER ADVERTISEMENTS

OFFICE EQUIPMENT DIGEST obtained exclusive rights for the office equipment and stationery field to the Quickmail Coupon System—a patented **new inquiry system** which saves hours of time for readers in answering advertisements and securing information about merchandise.

THE QUICKMAIL COUPON SYSTEM ***brings you these advantages:—***

1. Only 1 minute plus 1c to make an inquiry.
2. Brings you the latest information.
3. Identifies the source of your inquiry.
4. Gives you a pre-addressed, gummed mailing label ready for use.

SIMPLE TO USE:

Stick the coupon on the stamp side of a postal card, write your firm name and address on the back and mail. You may also stick the coupon on your letterhead, sign your name and title, and mail in your own envelope; or stick the coupon on your envelope and enclose your inquiry or order for specific merchandise.

QUICKMAIL brings you the information or merchandise you desire with ease and speed. If you want any information not mentioned in this advertisement, just specify it on your inquiry.

Use The Quickmail Coupons Opposite This Page

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Underwood Elliott Fisher Co.
1 Park Ave.
New York
N. Y.

The Railley Corp.
6611 Euclid Ave.
Cleveland, Ohio

Chas. M. Higgins & Co., Inc.
271 Ninth St.
Brooklyn, N. Y.

The H. C. Cook Co.
18 Beaver St.
Ansonia, Conn.

Quality Park Envelope Co.
11-116 Mdse. Mart
Chicago, Ill.

Mittag & Volger, Inc.
Park Ridge, N. J.

The Victor Safe & Equipment Co., Inc.
North Tonawanda, N. Y.

Acco Products, Inc.
39th Ave. & 24th St.
Long Island City, N. Y.

Koh-I-Noor Pencil Co., Inc.
373 Fourth Ave.
New York, N. Y.

Standard Record Co.
104 S. 4th St.
Brooklyn, N. Y.

Eberhard Faber Pencil Co.
37 Greenpoint Ave.
Brooklyn, N. Y.

Universal Office Equipment Co., Inc.
561 Broadway
New York, N. Y.

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Columbia Ribbon & Carbon Mfg. Co., Inc.
Glen Cove,
L. I., N. Y.

The General Fireproofing Co.
Youngstown, Ohio

Wm. Schollhorn Co.
New Haven, Conn.

W. W. Welch Co.
Carew Tower
Cincinnati, Ohio

Rockwell-Barnes Co.
1525 West 38th St.
Chicago, Ill.

Jasper Chair Co.
Jasper, Ind.

Blaisdell Pencil Co.
141 Berkley St.
Philadelphia, Pa.

Julius Bandes & Co., Inc.
132 West 22nd St.
New York, N. Y.

The Bates Mfg. Co.
30 Vesey St.
New York, N. Y.

Bankers Box Co.
536 S. Clark St.
Chicago, Ill.

The Fifth Avenue Building
Broadway and 5th Avenue
New York, N. Y.

Kisco Co., Inc.
39th St. at Chouteau
St. Louis, Mo.

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

Eagle Pencil Co.
703 East 13th St.
New York, N. Y.

Sengbusch Self-Closing Inkstand Co.
525 Sengbusch Bldg.
Milwaukee, Wis.

Joseph Dixon Crucible Co.
Dept. 53-J5
Jersey City, N. J.

Ace Fastener Corp.
3415 N. Ashland Avenue
Chicago, Ill.

Speedry Products Co.
104 Fifth Ave.
New York, N. Y.

Charles Doppelt & Co.
412 Orleans St.
Chicago, Ill.

Globe-Wernicke Co.
Cincinnati, Ohio

W. A. Sheaffer Pen Co.
Fort Madison, Iowa

Paper Manufacturers Co.
5th & Willow Sts.
Philadelphia, Penna.

Trussell Mfg. Co.
Dept. G
Poughkeepsie, N. Y.

Milo Harding Co.
416 Commonwealth Annex
Pittsburgh, Pa.

Zephyr American Corp.
31 West 47th St.
New York, N. Y.

GEYER'S Office Equipment Digest — Send Details Per Offer Your May Ad

E. I. du Pont de Nemours & Co. (Inc.)
Wilmington, Del.

All-Steel-Equip Co., Inc.
905 John St.
Aurora, Ill.

Oxford Filing Supply Co.
340 Morgan Ave.
Brooklyn, N. Y.

Wilson Jones Co.
G.O.E.—5-41
Chicago, Ill.

Metal Specialties Mfg. Co.
3202 Carroll Ave.
Chicago, Ill.

Ever Ready Label Corp.
141 East 25th St.
New York, N. Y.

Sturgis Posture Chair Co.
Magnolia St.
Sturgis, Mich.

C. L. Barkley & Co.
517 S. Jefferson St.
Chicago, Ill.

Remington Rand, Inc.
Buffalo, N. Y.

Old Town Ribbon & Carbon Co., Inc.
750 Pacific St.
Brooklyn, N. Y.

The Wholesale Typewriter Co.
155 Sixth Ave.
New York, N. Y.

Dawn Mfg. Corp.
Div. Hall-Welter Co., Inc.
16 Champeney Ter.
Rochester, N. Y.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 35.

4 E. I. DU PONT DE NEMOURS & CO. (INC.)

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on Inside Front Cover.

3 EAGLE PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 3.

2 COLUMBIA RIBBON & CARBON MFG. CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on Inside Back Cover.

1 UNDERWOOD ELLIOTT FISHER CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 9.

8 ALL-STEEL-EQUIP. CO., Inc.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 16.

7 SENGBUSCH SELF-CLOSING INKSTAND CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 11.

6 THE GENERAL FIREPROOFING CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 37.

5 THE RALLY CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 7.

12 OXFORD FILING SUPPLY CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 8.

11 JOSEPH DIXON CRUCIBLE CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 48.

10 WM. SCHOLLHORN CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 47.

9 CHAS. M. HIGGINS & CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 39.

16 WILSON JONES CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 12.

15 ACE FASTENER CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 10.

14 W. W. WELCH CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 45.

13 THE H. C. COOK CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 47.

20 METAL SPECIALTIES MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 46.

19 SPEEDRY PRODUCTS CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 34.

18 ROCKWELL-BARNES CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 16.

17 QUALITY PARK DIVISION

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 39.

24 EVER READY LABEL CORP.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 42.

23 CHARLES DOPPELT & CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 14.

22 JASPER CHAIR CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 16.

21 MITTAG & VOSS, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 40.

28 STURGIS POSTURE CHAIR CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 36.

27 GLOBE-WERNICKE CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 44.

26 BLAISDELL PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 51.

25 THE VICTOR SAFE & LOCK EQUIPMENT CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 12.

32 C. L. BARKLEY & CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 33.

31 W. A. SHEAFFER PEN CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 43.

30 JULIUS BANDES & CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 44.

29 ACCO PRODUCTS, INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 17.

36 REMINGTON RAND INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 45.

35 PAPER MANUFACTURERS CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 6.

34 THE BATES MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 42.

33 KOH-I-NOOR PENCIL CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 5.

40 OLD TOWN RIBBON & CARBON CO., INC.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 51.

39 TRUSSELL MFG. CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 14.

38 BANKERS BOX CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 38.

37 STANDARD RECORD CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 15.

44 THE WHOLESALE TYPEWRITER CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 49.

43 MILO HARDING CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 13.

42 THE FIFTH AVENUE BUILDING

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on the Outside Back Cover.

41 EBERHARD FABER PENCIL CO.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 43.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 52.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 4.

Stick coupon on stamp side of penny post-card. Write your firm's name and address on back of card and mail. You will receive particulars referred to in our ad on page 50.

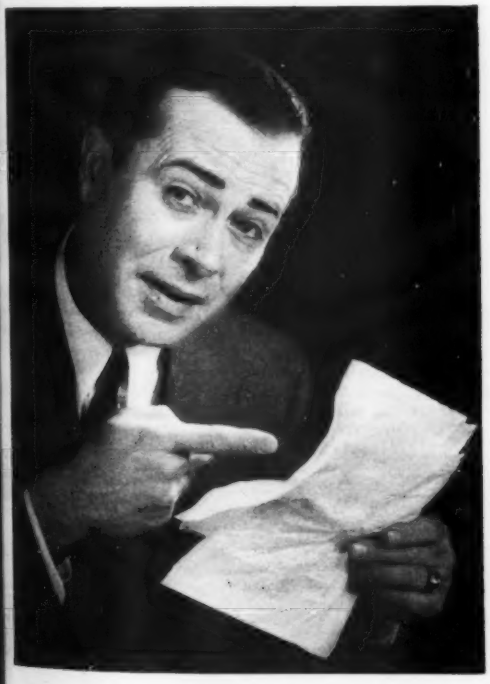
OFFICE EQUIPMENT *Digest*

Edited for PURCHASING AGENTS, CONTROLLERS & OFFICE MANAGERS

INFORMATION FOR SUBSCRIBERS: Subscription $2.00 a year (two years $3) in United States and its possessions, Canada, Mexico, Cuba. Other countries $1.00 extra yearly. Single copies are 25 cents. Each paid up subscription includes a free copy of Who Makes It & Where, the recognized trade directory of the office equipment and stationery industry. Copyright 1941 by Andrew Geyer, Inc., all rights reserved. Also publisher of Geyer's Topics, Who Makes It & Where, The Gift & Art Buyer, Sports Age.

MAY 1941

Volume 2 No. 5



EDITORIAL OFFICES: 260 Fifth Avenue, New York City, (Tel. LExington 2-1121), Cable "Optimus"; Alfred E. Gall, Associate Editor; Hugh Ward, Promotion Manager; M. T. Weeks, Circulation Manager; James V. Quirk, Production Manager; B. Brussel-Smith, Art Director. ADVERTISING: Donald McAllister, Manager; Fred Steinhilber, Paul Reed, Wm. H. Hasbrouck, Jr.
BOSTON, 212 Summer St., Room 503 (Liberty 0651), A. C. Kretschmar.
CHICAGO, 977 Mdse Mart (Del. 1841), John M. Smythe, Paul Yocum, Irene Glen.
LOS ANGELES, 857 S. San Pedro (Trinity 2324), Josephine L. Fisher.
SAN FRANCISCO, 74 New Montgomery St. (Sutter 5020), Alexander Rattray.
ST. LOUIS, 915 Olive Street (Chestnut 1965), James R. Wright.

Something Wrong With Your Letters?

WHEN executives grumble about the letters written in their offices, it is a sign of office health. Complacency for any great length of time regarding the sort of letters which the office sends out is surely a danger signal, for it shows that those directing the office feel the letters cannot be improved upon, when there is nothing more certain than that endless search for improvement is the only guarantee business letters will continue to do their job well.

★ In this day when a healthy scepticism has become so vitally necessary to all Americans, it will pay the office to nourish a little scepticism concerning the quality of its letter writing and its letter-writing facilities. What are the reasons for assuming that letterheads and envelopes, carbon and copy papers, typewriters and typewriter ribbons, dictating machines and their cylinders, stenographers and their notebooks and pencils, as well as the dictators themselves, cannot be bettered? The office supply and equipment industry can usually be counted on for constant improvements in its products. Are you aware of them? And if there is a company manual on letter writing, when was it last revised and how does it meet today's needs?

★ Such manuals are largely aimed at the stenographers, but Westinghouse Electric & Mfg. Co. recently went after dictators, who in many organizations are considered largely above or outside criticism. and presented them with a special bulletin summarizing the results of a contest in which the company's stenographers were encouraged to reveal just what was wrong with the dictating practices of their bosses!

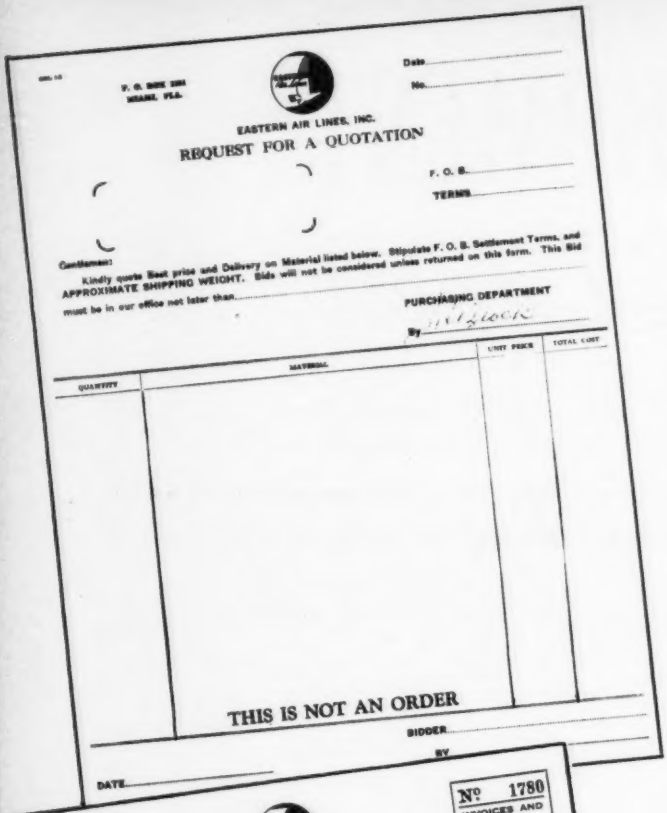
Published monthly by

ANDREW GEYER, INC.

260 FIFTH AVENUE, NEW YORK, N. Y.

M. A. Geyer, President; James E. Neary, First Vice-President; Donald McAllister, Second Vice-President; T. V. Murphy, Editor

FOR EASTERN AIR LINES PURCHASES


EASTERN AIR LINES, INC.

REQUEST FOR A QUOTATION

Date

No.

F. O. B.

TERMS

Gentlemen:

Kindly quote Best price and Delivery on Material listed below. Stipulate F. O. B. Settlement Terms, and APPROXIMATE SHIPPING WEIGHT. Bids will not be considered unless returned on this form. This Bid must be in our office not later than

PURCHASING DEPARTMENT

By

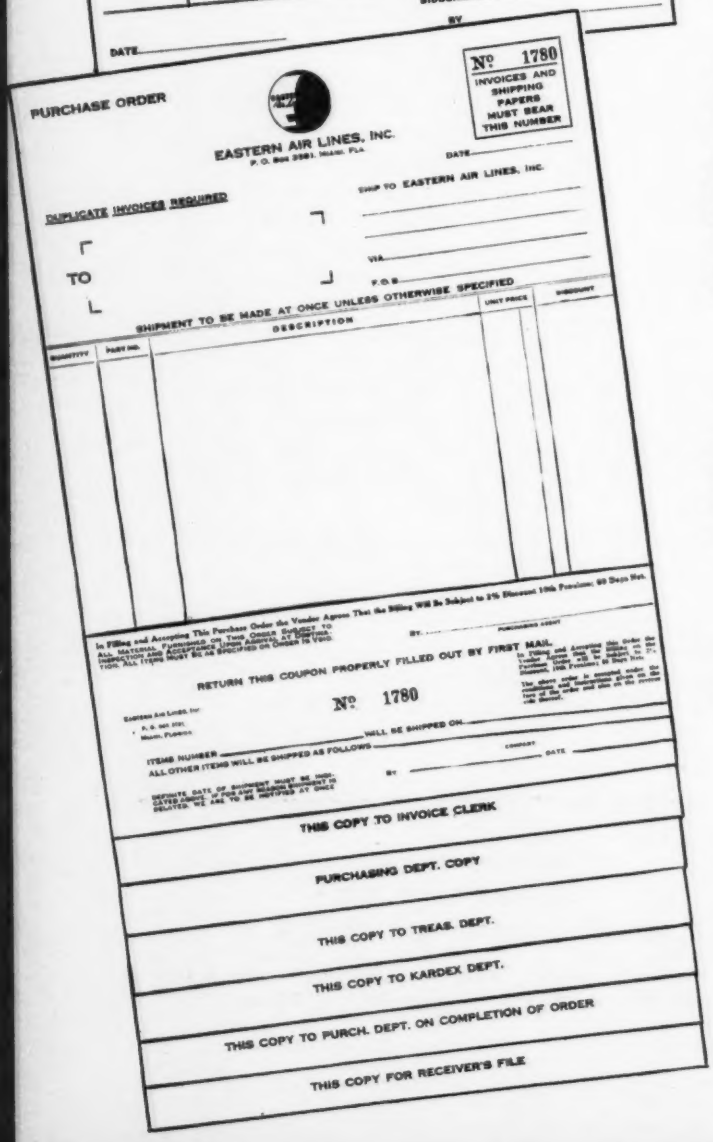
QUANTITY	MATERIAL	UNIT PRICE	TOTAL COST

THIS IS NOT AN ORDER

BIDDER

BY

DATE


PURCHASE ORDER

EASTERN AIR LINES, INC.

P. O. Box 2981, Miami, Fla.

№ 1780

INVOICES AND SHIPPING PAPERS MUST BEAR THIS NUMBER

DATE

SHIP TO EASTERN AIR LINES, INC.

DUPLICATE INVOICES REQUIRED

TO

VIA

F.O.B.

SHIPMENT TO BE MADE AT ONCE UNLESS OTHERWISE SPECIFIED

QUANTITY	PART NO.	DESCRIPTION	UNIT PRICE	DISCOUNT

In Filling and Accepting This Purchase Order the Vendor Agrees That the Billing Will Be Subject to 2% Discount 10th Proximo; 60 Days Net.

All Material Purchased on This Order Subject to Inspection and Acceptance Upon Arrival at Destination. All Items Must Be As Specified on Order to Vendor.

By

PURCHASING AGENT

RETURN THIS COUPON PROPERLY FILLED OUT BY FIRST MAIL.

In Filling and Accepting this Order the Vendor Agrees that the Subject to the Terms Of Sale Of Eastern Air Lines, Inc. Purchase Order Terms 2% Discount, 10th Proximo; 60 Days Net.

The above order is assigned under the contract and Instructions given on the face of the order and also on the reverse side thereof.

№ 1780

Eastern Air Lines, Inc.

P. O. Box 2981

Miami, Florida

WILL BE SHIPPED ON

ITEMS NUMBER

ALL OTHER ITEMS WILL BE SHIPPED AS FOLLOWS

COMPANY

By

DATE

DEFINITE DATE OF SHIPMENT MUST BE CONSIDERED AS FOLLOWS REASON: SHIPMENT IS DELAYED. WE ARE TO BE SHIPPED AT ONCE

THIS COPY TO INVOICE CLERK

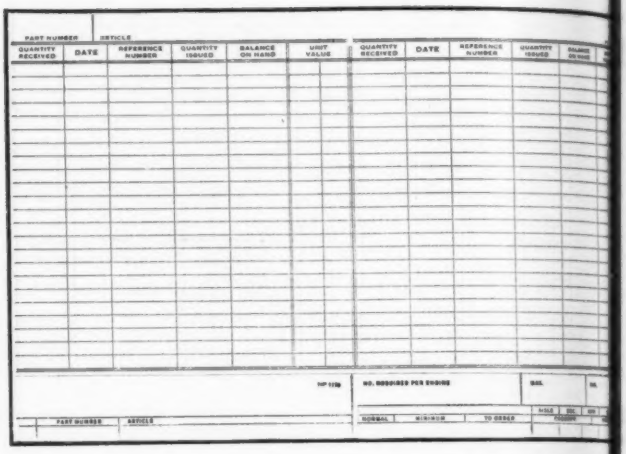
PURCHASING DEPT. COPY

THIS COPY TO TREAS. DEPT.

THIS COPY TO KARDEX DEPT.

THIS COPY TO PURCH. DEPT. ON COMPLETION OF ORDER

THIS COPY FOR RECEIVER'S FILE


PART NUMBER | ARTICLE

QUANTITY RECEIVED	DATE	REFERENCE NUMBER	QUANTITY ISSUED	BALANCE ON HAND	UNIT VALUE	QUANTITY RECEIVED	DATE	REFERENCE NUMBER	QUANTITY ISSUED	BALANCE ON HAND

NO. REQUIRED PER ENGINE

PART NUMBER | ARTICLE

NORMAL | MINIMUM | TO ORDER

ABOVE:

STORES CONTROL CARD: This visible index card is used in controlling the quantity of Eastern Air Lines parts and in pricing the issues from stores.

In controlling quantity on hand the approved maximum and minimum is shown on card in space provided for this purpose. This is based on the past consumption, average delivery interval, and quantity discounts. When quantity reaches the minimum, a request to purchase is originated from this record showing the past three and six months' consumption and recommended changes in maximum and minimum where consumption warrants.

All receipts are posted to the card showing the average unit cost which is used in pricing the issues charged out to the various jobs for accounting purposes.

ABOVE, LEFT:

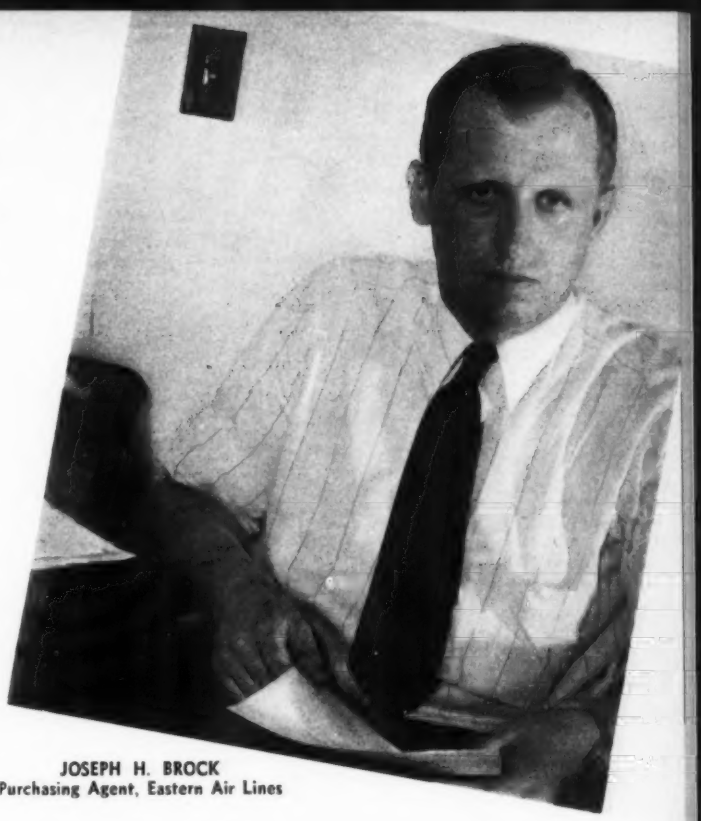
REQUEST FOR QUOTATION: This form used by Eastern Air Lines purchasing department in obtaining bids from vendors is mailed out in duplicate, the vendor returning one copy with his quotation thereon and retaining the other for his files. The number shown on this form is the same number as shown on the company's "Request To Purchase" form. Full description of material desired is shown. If bid is not received within seven days, it is followed up by the Purchasing Department.

LEFT:

PURCHASE ORDER: This is the form used in placing all orders for equipment, supplies, materials, and parts for Eastern Air Lines.

BUYING STATIONERY AND OFFICE EQUIPMENT FOR EASTERN AIR LINES

By John A. Griffin



JOSEPH H. BROCK
Purchasing Agent, Eastern Air Lines

AIR transportation, among the youngest of America's vital industries, is decidedly big business, getting bigger all the time. And in linking city to city with its swift winged carriers in the service of a steadily increasing number of people, the air transportation companies have a very high degree of efficiency to maintain, calling for a maximum of co-ordination of man and machine. Office control of operations demands administrative and executive ability of unique character, not least of which is that involved in the purchase and distribution of the office supplies and equipment which are the basic instrumentalities of control.

Office supplies and equipment for Eastern Air Lines, one of the world's greatest air transportation companies, are the responsibility of Joseph H. Brock, purchasing agent of the organization, with headquarters at Miami, Fla., the company's operations and maintenance base. They represent of course only a relatively small part of the great array of products which Mr. Brock buys for every material need of the organization of some 2,000 persons which keeps the company's great fleet moving on schedule in the service of its patrons. Operating in seventeen states, chiefly east of the Mississippi, Eastern Air Lines chalked up an increase of 54 per cent in passenger mileage in 1940 over 1939. There are some 300 captains and pilots on the company's roster, and 100 flight stewards, to man the fine Douglas airplanes which make up the company's fleet. Approximately 500 employees are engaged in mechanical service, repair, and maintenance of the airplanes. (*Turn to next page*)

BIG BUSINESS!

With sixty-four offices through its territory and a large office personnel needed to handle its "paper work," the efficient purchase and distribution of office supplies and equipment for the Eastern Air Lines organization has been a major factor in the swift growth of one of the nation's great transportation systems.

With sixty-four offices through the country and a large office personnel, the task of keeping stationery, forms and other supplies, office machines, and office equipment in adequate supply and at the peak of efficiency is no easy one. Although Mr. Brock makes his headquarters in Miami, he spends part of his time at the branch purchasing department in New York. In Miami the company operates its own printing plant, which produces a great quantity of company and inter-office forms and blanks. This plant consumes more than fifty tons of white paper annually, and more than ten tons of colored stock. Three modern presses are included among the equipment of the plant, and there is also a battery of Multigraph machines.

For the letterheads, envelopes, and other printed material of the company which reach the public, Mr. Brock goes into the open market in New York, Chicago, Kansas City, St. Louis, and other buying centers in the company's territory, and the same practice is followed with respect to other office needs of the organization.

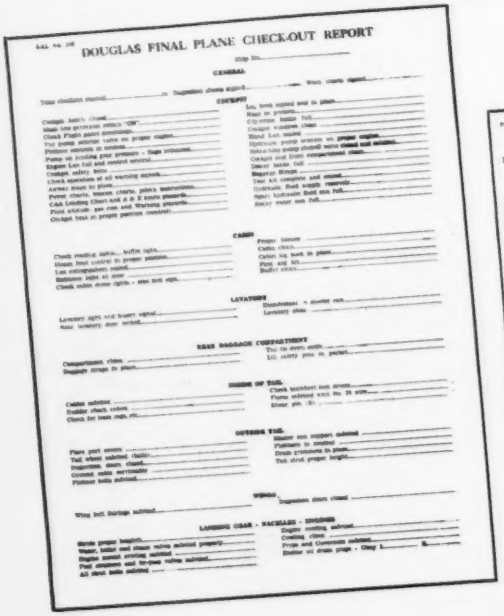
Approximately $5,000 a year is expanded for office machines of one sort or another. Purchases of office furniture and leather-covered chromium steel furniture for the waiting rooms of Eastern Air Lines offices around the country accounts for another $20,000 a year, and there is constant activity with respect to specially designed counters and fixtures

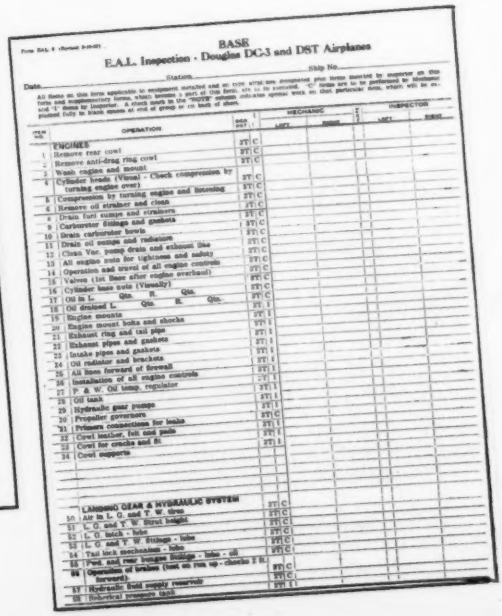
(*Turn to Page* 40)

A FEW EASTERN AIR LINES OPERATING FORMS

ABOVE: Pilot's Performance Report, and Passenger and Baggage on Manifest Form. The first, made up in booklet form, is carried in the airplane so that flight crews may give information needed for proper maintenance of the airplane. The other form is used to record essential data regarding passengers boarding airplane at station preparing the form. BELOW: Final Plane Check-Out Report, for record of routine inspection required to be made just previously to turning the airplane over to flight crew, and E. A. L. Inspection Form, for the routine inspection and repair work continually carried out.

At its Miami operating and supply headquarters, Eastern Air Lines turns out in its own printing plant a great quantity of company and inter-office forms and blanks.





Such organizations as the National Association of Cost Accountants, American Management Association, National Office Management Association, Life Office Management Association, various manufacturers' associations, and certain large and representative consumers, have all pledged their support for American office standards.

ECONOMY THROUGH OFFICE STANDARDS

By Edwin B. Gage

Chairman, Committee on Establishment of Office Standards, The American Standards Association

(*Concluded from April issue*)

AN interesting side-light on supplies-engineering concerns ink and its permanence. Do you know that your records are safe? Will they stand a 3-minute deluge of boiling water? In other words have you sacrificed permanence of records to the convenience of a little better writing quality found in dye inks as compared to iron gallotannate ink?

A company pay-check of Western Electric was honored by banks though all the protective overprinting (safety paper features) had been obliterated. The check looked like a piece of ordinary white bond paper. Simple tests and deductions, later proven correct, showed that the workman had left the check in his overalls which were sent to the laundry. On this check the number, audit number, printing, protective writing, and signature were all clear and strong, though it had been washed in the fairly strong soap solutions used to launder overalls. All these were perfectly legible because our standards had provided for permanency. And remember, too, that such materials are not necessarily more expensive because of these factors. Iron gallotannate ink is not more expensive to buy or use.

A prolific source of savings can be found in the field of office forms. Form control must include two basic elements—the physical and functional standardization.

Physical standards are easily established and maintained. They include sizes, paper stocks, punching, method of printing and such considerations. These factors, it is readily seen, can result in many savings. Sizes involve economical use of base paper sizes, affect volume of records, filing and binding. Paper stocks, even as selected from standards, can be

(*Turn to Page* 42)

In new general offices of Chicago Vitreous Enamel Product Co., at Cicero, Ill.*

STANDARDIZING EQUIPMENT IN THE OFFICE LAYOUT

By Kenneth H. Ripnen

Kenneth H. Ripnen Co., Inc.

THE average American organization having from fifty to 500 persons in its executive and general offices has given little thought to the benefits to be gained from the standardization of office equipment used therein.

When such equipment is standardized, the organization is able far more effectively to take care of office re-arrangements arising from expansion, contraction, or removal of the office to other quarters, maintaining uniformity in type, sizes, materials, and color of equipment.

Such standardization provides a maximum of flexibility, permitting speedy re-adjustment or interchange of equipment in main office or branch offices. Furthermore when equipment is standardized, office planning studies for an expanding organization are greatly simplified. Standardization is also a time-saver, for whenever new equipment is needed, the type and sizes for a given office function have already been arrived at, and when requisitioned the purchasing agent or whoever it is who buys the equipment knows just what to order. Personnel changes frequently involve changes in the purchasing department, but where equipment standards have been planned and maintained, shifts involving those who have the responsibility of purchasing make no break in the program of office maintenance and expansion.

It is not unusual to discover large corporations where a standardization program has not been worked out and where each equipment purchase leads to the drawing up of new specifications. New manufacturers are contacted, types of equipment are studied all over again, and new prices are

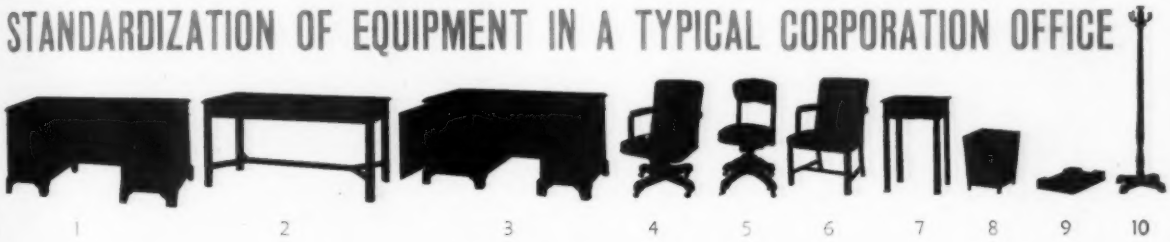
*Floor: Tile-Tex asphalt tile, green marbleized, with black marbleized border. Metal furniture: green, Metal Office Furniture Co. Walls: light coral; ceiling, soundproofed with white Acousti-Celotex. Lighting fixtures by Mutual Metal. Completely air-conditioned, thermostatically controlled. Venturi-flo outlets by Barber-Coleman. Architectural porcelain enamel by Porcelain Product Co. Architect: Roy Blass, Chicago, Ill.

secured. The result of purchasing of this character over a term of years is the usual inefficient, unsightly conglomeration of equipment, as well as time and money lost and lack of full satisfaction among personnel.

Typical of the technique of efficient standardization of equipment is the procedure involved in the recent removal of the New York offices of a nationally known company to new quarters. Those using the equipment were first grouped into three major divisions—senior executives, sub-executives, and general office clerical workers. The needs of each of the three groups were studied carefully, without losing sight of the office considered as a whole, and a complete line of furniture and accessories right through from desks to file baskets was selected for each group.

The result was an office setting fully in keeping with the high prestige which the corporation enjoys, with all equipment fitted as closely as possible to the needs of the various groups in the office and the individuals within these groups—the whole ensemble meeting present needs exactly and capable of quick and easy expansion for future needs or re-adjustments.

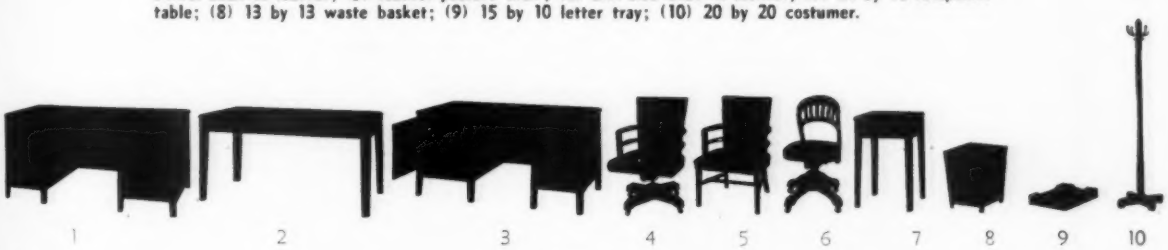
STANDARDIZATION OF EQUIPMENT IN A TYPICAL CORPORATION OFFICE



FOR SENIOR EXECUTIVES

EQUIPMENT IN MODERN CHIPPENDALE DESIGN

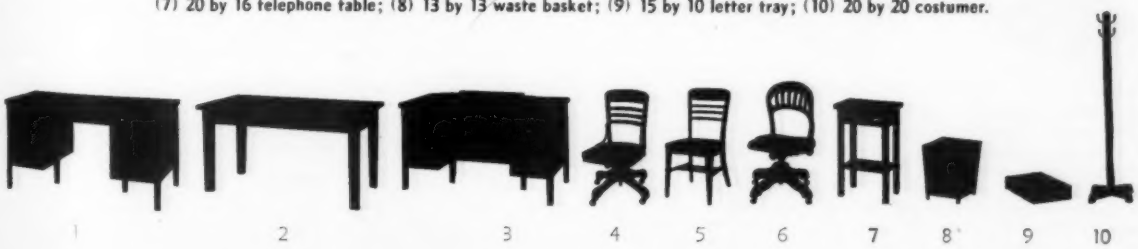
(1) 66 by 34 flat top desk; (2) 66 by 34 flat top table; (3) 60 by 34 secretarial desk; (4) arm swivel chair in leather; (5) leather posture chair; (6) arm side chair in leather; (7) 24 by 18 telephone table; (8) 13 by 13 waste basket; (9) 15 by 10 letter tray; (10) 20 by 20 costumer.



FOR SUB-EXECUTIVES

EQUIPMENT IN MODERN TURNED LEG DESIGN

(1) 60 by 34 flat top desk; (2) 60 by 34 flat top table; (3) 60 by 34 secretarial desk; (4) arm swivel chair in leather; (5) armside chair in leather; (6) combination wood and leather posture chair; (7) 20 by 16 telephone table; (8) 13 by 13 waste basket; (9) 15 by 10 letter tray; (10) 20 by 20 costumer.

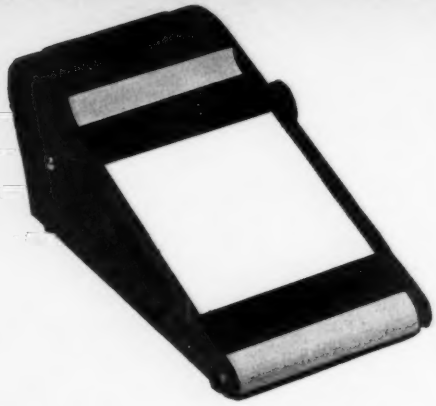


FOR GENERAL OFFICE CLERICAL FORCE

EQUIPMENT IN MODERN SQUARE LEG DESIGN

(1) 54 by 32 flat top desk; (2) 54 by 32 flat top table; (3) 54 by 32 center drop stenographer's desk; (4) plain swivel chair; (5) plain side chair; (6) wood posture chair; (7) 18 by 18 telephone table; (8) 13 by 13 waste basket; (9) 15 by 10 letter tray; (10) costumer (or general coat room is provided.)

EFFICIENCY



ABOVE:

MEMORANDUM PAD. "It Does Everything But Shake Hands" suggests the incorporation of design, convenience, and appearance features in this Memo-Pal memorandum pad from Prevue-Radsell Co., 538 S. Dearborn St., Chicago. Sturdily constructed of metal, it is finished in crackle tones, takes a 250-foot roll of 3-7/16-inch width adding machine paper which is automatically fed into position by a turn of the Bakelite knobs. Added features are the two panels for the imprint of an advertising message.

BELOW:

SECRETARIAL DESK. Desk comfort for the business girl is exemplified in this new Shaw-Walker secretarial desk, which is the same 29-inch height as the firm's executive desk models. Designed to fit the natural working position of the average person, the lower height desk puts everything within arm's reach. Taking and transcribing dictation are said to be easier at this level, which helps to eliminate unnecessary shoulder-hunching and eye-strain. The desk is from Shaw-Walker Co., Muskegon, Mich.

LEFT:

AIR RECIRCULATOR. New model in the 1941 line of air recirculators made by Kisco Co., Inc., 39th at Chouteau, St. Louis, Mo., is the Majestic pedestal model. It has a rich satin-silver and bronze finish, delivers currents of air outward and downward over a wide area. There are no blasts or drafts, and the unit is quiet in operation. Designed especially for offices, shops, reception rooms, the unit has a three-speed, 12-inch, 4-blade fan in the top.

LEFT:

STORAGE-WARDROBE CABINET. A line of double door and single door storage, wardrobe, and combination cabinets has been incorporated in the Steelart cabinet line made by Lyon Metal Products, Inc., Aurora, Ill. New feature is the round-corner construction to match round-cornered desks and files. Storage shelves are adjustable every two inches. Standard finish is green baked-on enamel. Finishes also available include white, grained walnut, grained oak, grained mahogany, Walnutone, flat brown, flat gray. Shown is the F-910 double-door cabinet, with four adjustable shelves. It is 18 by 36 by 78 inches high. List price f.o.b. factory is $35.20.

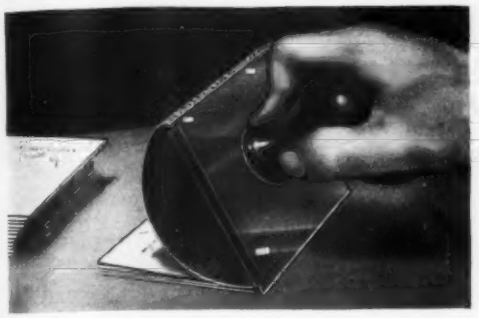
BELOW:

VICTOR HAS CARD GUIDE LINE. A new line of bristol card guides, with both plain and celluloid tabs, is now being made by Victor Safe & Equipment Co., Inc., North Tonawanda, N. Y. These new guides are made in 5 by 3, 6 by 4, and 8 by 5-inch sizes, come with blank tabs, and in printed alphabetical, monthly, daily, and state sets. The guides are packaged in bright orange boxes, printed in black, and each set of guides inside is Cellophane-banded.

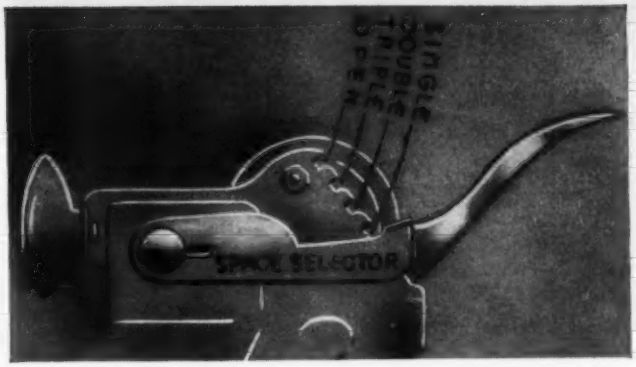
BELOW:

COLORED PENCILS. Eagle Pencil Co., 703 E. 13th St., New York, recently introduced this Turquoise Prismacolor, a new line of thick-lead artist's colored pencils in 36 brilliant colors. By a patented process, leads are interwoven with countless tiny filaments which make them actually flexible and therefore strong, non-crumbling and durable both in sharpening and in use, according to the firm. The company further reports that after 96 hours in the Fade-Ometer, not one of the 36 insoluble pigment colors showed any appreciable loss of its original brilliance and intensity. Prismacolor pencils are packed one dozen in a box, ¼ gross of a color to a carton, retail for 10 cents. Silver and gold colors retail for 15 cents. The pencils are also available in 12, 24, and 36-color Art Sets. Samples, prices, and information about dealer helps may be had on request.

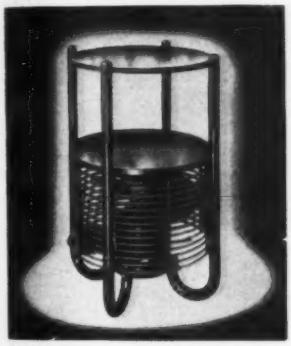
AIDS ★



ABOVE:
POST CARD DUPLICATOR. By the use of this Gem post card duplicator, the user can design his own mailing cards, send them out at a cost of 15 cents a thousand for printing, according to the manufacturer, Bond Equipment Co., 513 Olive St., St. Louis, Mo. Simply typewrite, draw, trace, or write on the stencil, and print directly on the cards or paper. The Gem outfit is packed in a special container, is complete with supplies—six stencils, bottle of ink, ink brush, stylus pen, writing board, correction varnish, extra ink pad, and instruction book. Priced to sell for $5.50.



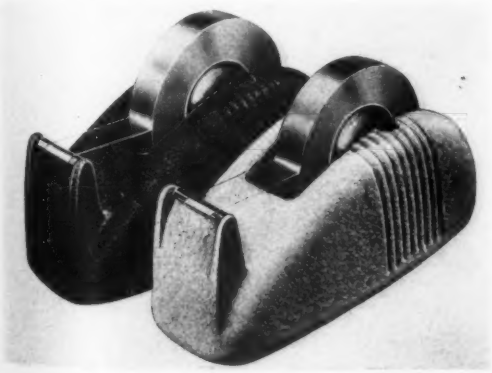
ABOVE:
A FLIP OF THE FINGER is all that is required to single, double, or triple space with the new Space Selector found on the Error-No copyholder, product of Dawn Mfg. Corp., 16 Champeney Terrace, Rochester, N. Y. Setting Error-No relates it quickly to the typewriter spacer, assures accurate line-by-line copying. Further details and prices may be had from the firm.



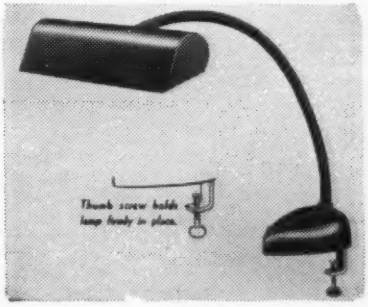
ABOVE:
ROOM AIR CIRCULATOR. Pictured is Model No. 10 in the line of Air-Flight air circulators being made by W. W. Welch Co., Carew Tower, Cincinnati. Finished in two-tone statuary bronze, it is 16 inches in diameter, 23½ inches high, has an added table shelf. The resilient-rubber mounted motor has a three speed adjustment, is quiet in operation. A sturdy ring guard offers complete protection.

RIGHT:
STENCIL PACKAGING. The Milo Harding Co., 434 W. Pico Blvd., Los Angeles, and 614 Commonwealth Annex, Pittsburgh, recently announced a new streamlined packaging for its complete line of stencil products. Of particular interest is the adoption of the hinge-lid type of container for its deluxe stencil item, Tempo Film. The hinge-top facilitates removal of stencils from the box, eliminates unnecessary handling for the operator who prefers to keep her stencils in a desk drawer or on a closet shelf. Another practical feature of this sturdy, durable package is that it may be salvaged for general filing purposes and particularly for stencils where re-runs are necessary. Emphasizing the Tempo trade mark, its tri-color combination of royal and copen blue with a minimum of white is very effective. Its high-gloss coating will shed dust and grime, makes it very practical for display purposes.

BELOW:
SCOTCH TAPE DESK DISPENSER. The new model desk dispenser for Scotch Tape is streamlined, has chrome fittings. This refillable dispenser is offered in two new colors—ivory and mahogany. The complete dispenser, with ½ by 792-inch roll of Scotch Tape retails at $1.25. From Minnesota Mining & Mfg. Co., 791 Forest Ave., St. Paul, Minn.



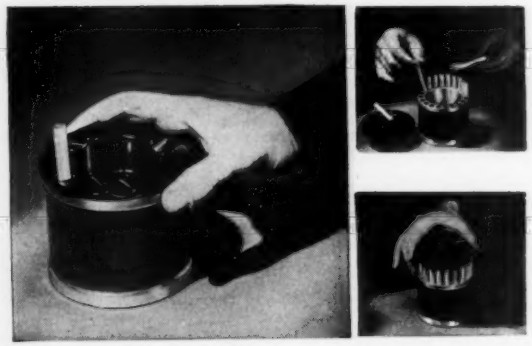
BELOW:
FLUORESCENT LAMP. The flexible 24-inch arm on this gooseneck model lamp, suitable for the draftsman, commercial artist, typewriter desk, allows the direction of the light to be thrown where it is wanted. A product of Standard Office Products Co., 330 S. Wells St., Chicago, it clamps to a desk or table ⅛ to 1¾-inches thick. A felt line clamp prevents scratching of furniture. Feature is a processed baked white enamel reflector, 19¼ by 3¾ by 5¼-inch shade, and Morocco brown synthetic wrinkle Superfinish. It operates with a 15-watt tube fluorescent unit. A companion lamp, with adjustable shade, is available for use on office desks.



FOR THE DESK

RIGHT:

THREADLINE PEN-PENCIL SETS. Designed to appeal to those who have several gifts to purchase is a new merchandising plan announced by Rite-Rite Mfg. Co., 1501 Polk St., Chicago. The plan hooks up with the introduction of the firm's new line in the lower price ranges, is designed to sell several medium or low-priced sets, thus affording the customer the convenience of solving his gift problem with one purchase. Sets are packaged to retail at $1.75, $1.95, $2.95, and $3.25.



ABOVE:

CIGARETTE SERVER-CONTAINER-ASH TRAY. Three-in-one cigarette utility item is this Ro-Tray from Sterling Tool & Stamping Co., 2815 Montrose Ave., Chicago. Just drop in the cigarettes, replace the glass ash tray, and turn top, making the Ro-Tray ready to use. It instantly "serves" a fresh cigarette. It holds 20 cigarettes, comes in two models: A-100 in aluminum with black ash tray, and either ivory, blue, red, or ostrich leatherette trim, retails for $1. The C-200 model is solid copper lacquered, has an opal ash tray, built-in humidor, leatherette trim in the same colors. This is a $2 retailer. Felt bottoms on both models prevent scratching of furniture.

BELOW:

FLUORESCENT DESK LAMP. For use with business machines, or on desks and work tables, Railley Corp., 6611 Euclid Ave., Cleveland, has introduced this clamp-on fluorescent desk lamp which operates on either AC or DC current. Designed for two T12, 14-watt, 15-inch bulbs, the lamp is glareless, and its light is spread evenly over an entire working surface. Fully adjustable, it may be moved up, down, in, out, and swings from side to side. The rigid construction eliminates vibration. Further information and prices may be had from the firm.

LEFT:

DIPLESS PEN DESK SET. Streamline designed, and molded of inkproof Durez in black, maroon, green, gray, and walnut, is the new dipless desk set from Esterbrook Pen Co., Camden, N. J.. New mechanical development is a live-rubber washer all the way around the wall to hold ink evaporation to a minimum. Sets come with a choice of points in either solid Durachrome or Osmiridium tip styles, and the point can be easily renewed at any time. A narrow slot prevents surging of the ink up through the socket if the well should be suddenly pushed. A control in the base keeps the six months' ink supply—which is fully visible—at the correct level under all conditions. The pen drinks enough ink to write a page of manuscript without dipping.

LEFT:

COLORED INK. Dubonnet Penit ink, a product of Sanford Ink Co., Congress and Peoria Sts., Chicago, may be used to match the mulberry or dubonnet edging or printing used on smart stationery. The diamond-cut bottle, like the rest of the 2-ounce Penit line of inks, retails for 15 cents.

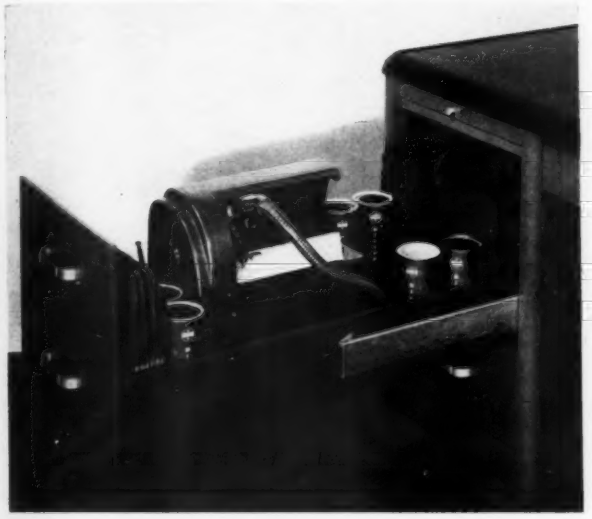
RIGHT:

CLIP BOARD. Pictured is the Super-Tex, an extra-hard compressed wood-fiber board which is smooth on both sides to provide perfect writing surfaces on both sides of the board. Super-Tex clip boards have beveled edges, are 1/8th of an inch thick, have a mechanically-guaranteed pre-polished steel clip. Popularly priced, the clip board may be used by shippers, warehousemen, checkers, billing clerks. Super-Tex clip boards have no steel edges to become loose. From Julius Bandes & Co., Inc., 132 West 22nd St., New York.

OFFICE EQUIPMENT

BELOW:

DICTATING MACHINE DRAWER INSERT. The dictating machine insert shown provides space for eight cylinders and a large compartment for folders in addition to providing adequate space for the dictating machine operation. The electrical cord for the machine connects with the wiring outlet inside the desk. This Art Metal DM Insert is applicable only in the top opening of the left hand pedestal in 55 and 60 inch desk widths for both Airline and Mainliner Art Metal desks. Though the photograph illustrates the desk in use with the Dictaphone, the DM Insert is designed to accommodate any standard dictating machine. From Art Metal Construction Co., Jamestown, N. Y.



ABOVE:

POSTURE CHAIR. Pecan-walnut and mahogany finishes feature this posture chair from Murphy Chair Co., Inc., Owensboro, Ky. The 4-spring seat measures 18½ by 17½ inches. The back and seat of this No. 230 posture chair may be raised and lowered. The chair also has a tilting back. Back and seat of the chair are in leather.

BELOW:

ROOM AIR CONDITIONER. This console model self-contained room air conditioner is type FB-70 from General Electric Co., 5 Lawrence St., Bloomfield, N. J. The cabinet has a walnut top and ribbed leatherette covering. The unit cools, filters, dehumidifies, circulates the air, may be operated in winter for ventilation alone. It has a high cooling capacity equivalent to the melting of 1330 pounds of ice a day. Ventilation features make it especially valuable in medium-sized offices and small conference rooms where many people congregate and smoke. Available also is type FA-50, a window-mounted unit, suitable for small offices and small waiting rooms.

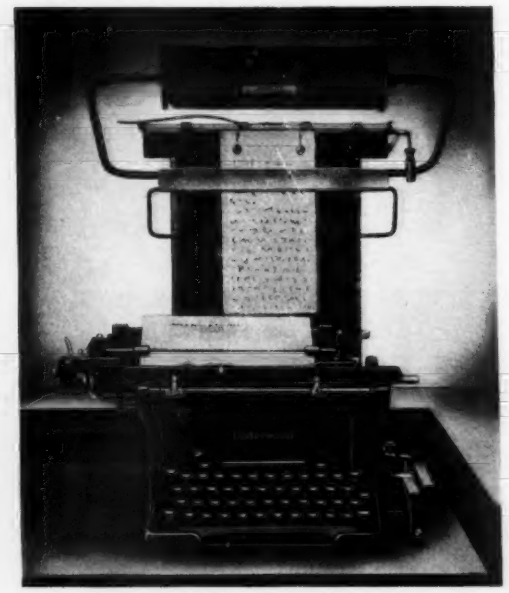
ABOVE:

CARD FILING SYSTEM. One operator can handle from 6,000 to 60,000 card records in the Rol-Dex system, patented by Rol-Dex Co., 433 Shelby St., Detroit, Mich. The unit consists of table-like tracks, in which are containers operating on roller bearings. The operator, seated beside the Rol-Dex, can bring any card to her attention without having to change her position. Other clerks can refer to the records without interfering with the clerk operating the Rol-Dex. Cards are housed in trays at desk level, roll back and forth on ball bearing rollers on specially designed tracks. Rol-Dex is made of furniture steel, with olive green, grained walnut, and mahogany as standard finishes. Special colors are also available. When Rol-Dex is used with a steel cover, its steel construction resists fire, water, dust, rodents. It may be had with any number of trays, and a variety of tray sizes and arrangements. In the illustration one operator is working each Rol-Dex unit, while a third operator is making a reference.

NEW in the OFFICE MACHINE FIELD

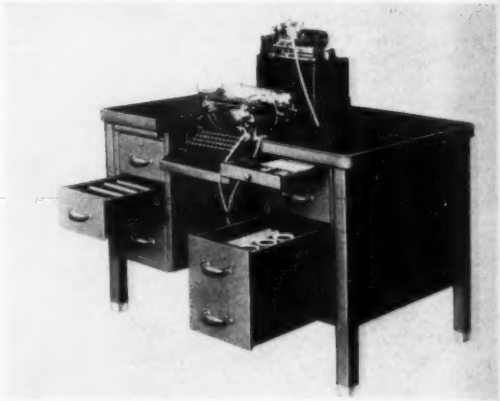
BELOW:

FLUORESCENT LIGHT FOR COPYHOLDERS. Copy Right Mfg. Corp., 53 Park Place, New York, recently announced that its Copy-Lite floodlight desk lamp is now furnished with fluorescent tubes of varying sizes. The Copy-Lite unit is designed especially for attachment to all upright, front-vision copyholders like the Copy-RIGHT, Error-No, and Line-A-Time. The light comes in six widths from 12 to 36 inches wide. The wider lights are provided with wider shades to spread the illumination evenly over the entire reading area, typewriter keyboard, and both sides of the desk. The fluorescent Copy-Lite is heatless, glareless, shadowless. When set up, the Copy-Lite looks like an integral part of the copyholder, thus leaving all of the desk surface free and clear.



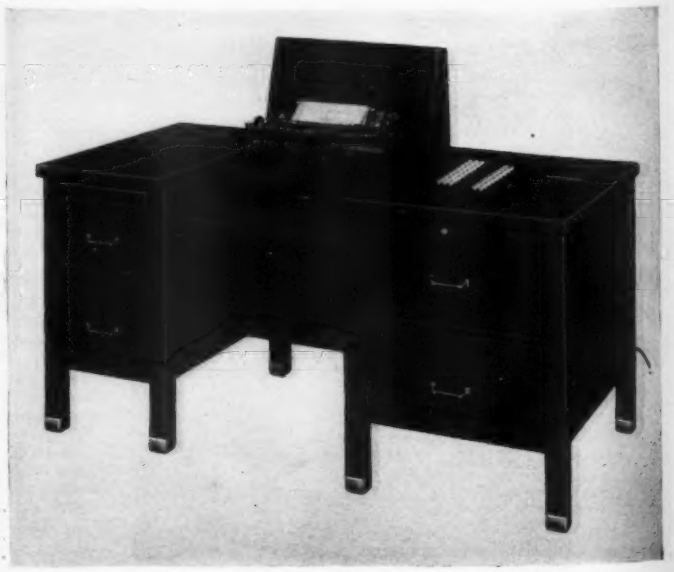
BELOW:

TRANSCRIBING MACHINE DESK. Where volume dictation justifies dictating machines this metal transcribing desk offers compact advantages over the conventional stenographic desk. The center is cut well back and provides room for both the typewriter and the dictating machine. An auxiliary top drawer replaces the usual disappearing shelf and is divided for efficient keeping of clips, pins, telegraph blanks, small stenographic accessories. Each drawer is designed for the handling of all items needed by the machine transcriber. Designed and built by The General Fireproofing Co., Youngstown, Ohio.



BELOW:

OFFICE MACHINE DESK. This new development of a combination typewriter-calculating machine desk was recently placed on the market by Balster Desk Co., Tribune Tower, Chicago. Feature is the adaptation of a new type of drop-head mounting and platform for the calculating machine desk. The desk is electrically equipped with provision for electric typewriters, and electrically-operated calculating machines. Additional outlets at each side of the desk are provided for connecting desks in chains. The new type of drop-head mounting provides more knee and leg room for the operator. When in closed position, the desk has a smooth writing top. Desk heights are 28 and 29 inches.



BUYING A "SEND-OFF" GIFT

FOR

MEN GOING TO CAMP?

Meeting all requirements of men in the Services (Beware Impractical Gifts!) See how Sheaffer's new military "over-the-top" clip lets these sets ride low, hidden, in uniforms—while end-to-end streamlining minimizes pocket bulge! Perfect gift from an employer to his selectees!

"TUCKAWAY". NEW! for CIVILIANS or SERVICES

Here's one that's going great guns—Tuckaway—slips into uniform, trousers, or slacks—slips handy as a lipstick into a lady's handbag.

PLUS the Sale with Safety SKRIP! Average 6-month supply of SKRIP in tough, transparent plastic package . . . belongs in every Service Kit.

THEY'RE SPECIALLY DESIGNED—WITH NEW "OVER-THE-TOP" CLIPS AND SPECIAL DIMENSIONS TO FIT UNIFORM POCKETS

Many employers will be interested in the special military models for going-away gifts for their men leaving for camp. The natural thing is to send them off with a useful gift that expresses the firm's approval and keeps the man's job warm in his heart.

These are not civilian models, but special military models with special clips, special dimensions, even special packaging. Unlike so many gifts that are impractical, when they reach camp, these gifts meet all Army requirements. Unlike other fountain pens, they are designed especially for the Services. When they go into the uniform pocket and the flap is buttoned over, there is no pocket bulge because of the end-to-end streamlining. They ride low, unseen in the uniform pocket.

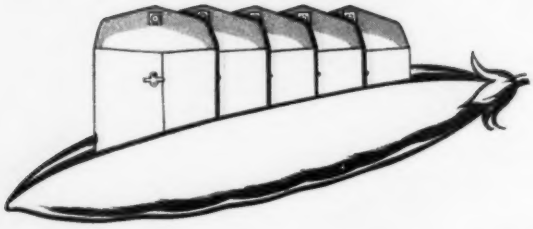
SHEAFFER'S

W. A. SHEAFFER PEN COMPANY

FORT MADISON, IOWA

TO ANSWER THIS AD Use QUICKMAIL COUPON No 31

They May Look Alike



But, there's a big difference in Clasp Envelopes. Compare the ordinary envelope with

CHAMPION CLASP

and you'll recognize their superiority . . . Note the *well* gummed, *deep* flaps and seams. That's why CHAMPIONS do a perfect job of protecting heavy contents.

Don't gamble with inferior clasp envelopes. Insure satisfaction by specifying

CHAMPION CLASP ENVELOPES

To answer this ad use QUICKMAIL COUPON No. 17

QUALITY PARK ENVELOPE CO.

General Office & Factory
Quality Park
St. Paul, Minnesota

Chicago Office and
Warehouse
11-116 Merchandise Mart

NEW HIGGINS BROCHURE FOR DRAFTSMEN, DESIGNERS

A most timely reference work for draftsmen and designers is a new 30-page brochure issued by Chas. M. Higgins & Co., Inc., 271 Ninth St., Brooklyn, New York, manufacturers of Higgins inks and adhesives, covering the subject of mechanical drawing and entitled "Drafting Standards Accepted and Proposed."

Aimed to aid the national defense program by aiding the draftsman, the book contains the complete drafting standards of the American Society of Mechanical Engineers and the American Welding Society, a page of proposed standards not to be found elsewhere in printed form, and practical suggestions on the use of ink in drafting.

The booklet is free to draftsmen and educators who request it on company or school stationery. Where quantities are needed, such as for classroom use, the booklet can be had at 25 cents a copy, covering the cost of production.

VISATYPE STENCIL INTRODUCED

A duplicating stencil which has the same typing visibility that is found in typing letters (dark on a light background) has been introduced by Duplicator Paper & Supply Co., 224 N. Desplaines St., Chicago. According to the manufacturers, typewriter type need never be cleaned when using the Visatype, since typefilling is impossible, nor can stencil oils get on typewriter rollers.

The unusual construction of the stencil allows layouts or tracings to be made in pencil on its white surface to act as a guide in typing. It has a double thickness backing sheet; the layer next to the stencil in typing serving as a proof sheet that can be lifted so as to cover the stencil, and read, or detached and sent to another department for proofreading, still leaving a single thickness to function as a conventional backing sheet. The proof sheet also functions as a protective cover for the front of the stencil during handling.

Samples of the Visatype, and further information, may be obtained from the firm.

CUSHION PACKING MATERIAL AVAILABLE

Reflecting the growing importance of waterproof packing, Sherman Paper Products Corp., Newton Upper Falls, Mass., has announced the addition of a waterproof Corroflex to its line of cushion packing materials. Corroflex is a flexible corrugated packing material with criss-cross indentations, and combines a protective corrugated cushion with an outer kraft covering.

Waterproof Corroflex will be available in a special, all-purpose weight in rolls from 6 to 72 inches and in sheets cut to size, distributed nationally, like other Corroflex products, through local paper jobbers.

For **QUICK** *Communication*

Use the ready-made QUICKMAIL Reply Coupons Following Page 18 of this issue.

It takes only 1 minute plus 1c to make an inquiry!

STOPS CRYING OVER BROKEN TOYS

IT'S plain horse sense. Keep DUCO Cement handy. Save on repairs and replacements. Even a "*finishing school*" steno can mend 'most anything . . . *with* this handy little helper.

'Most anything, did we say? Well-ll . . . desks, tables, chairs . . . glass, leather, china . . . books, ledgers, displays. That's a rough idea. No *abracadabra* to it. Anybody can do it.

DUCO Cement is a clear, flexible adhesive that holds permanently on practically anything except rubber. Even warm water won't melt it. It's waterproof!

And it's *proof* against annoying little upkeep bills, too. A *cutter-downer* on office costs. Well worth adding to your next stockroom order. Any stationer can supply you with DUCO Cement. E. I. du Pont de Nemours & Co. (Inc.), Wilmington, Delaware.

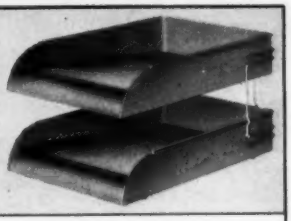
DU PONT
REG. U. S. PAT. OFF.

DUCO
REG. U. S. PAT. OFF.
HOUSEHOLD CEMENT

To answer the above ad use QUICKMAIL COUPON No. 4

"STREAMLINER"
STEEL DESK TRAYS

The full width opening makes it easy to handle papers . . . convenient and practical . . . no lost motion or wasted time.



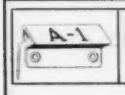
ALMOST EVERY OFFICE NEEDS SOME OF THESE DEPENDABLE GLOBE-WERNICKE ACCESSORIES

These practical and economical office accessories will help speed up business routine. Globe-Wernicke offers you many dependable "business helps" that enable people to do more work with less effort. Consult our local Globe-Wernicke stationer today . . . or use QUICKMAIL COUPON No. 27.

EVERYDAY FILES
Eleven styles . . . indexed alphabetically ... days of week . . . days of month, etc.; also metal tabs with removable inserts. Standard and legal sizes.

G/W BOX FILES
Meet most every type of filing requirement... needed in nearly every office. Available in fifteen different sizes with many styles of indexing.

AGATE CARD INDEX TRAYS
Sturdily built... made of heavy binders' board ... wood bottom ... steel follower . . . 3 x 5, 4 x 6, 5 x 8, 6 x 9, and check file sizes.



"They look you straight in the eye."

GLOBE-WERNICKE
ANGULAR CELLULOID TAB GUIDES

Easy to Read... Easy to Find

Tabs are set at the easily read angle of 45°. There is no stooping or pushing contents of drawer about in order to read labels. This prevents fatigue . . . reduces wear and tear on guides and folders . . . speeds up filing.

Globe-Wernicke
Cincinnati, Ohio
MAKERS OF OVER 4000 ITEMS NEEDED IN OFFICES

HUNTER OCCUPIES NEW QUARTERS

New offices and show rooms have been occupied by Hunter Electro-Copyist, Inc., Syracuse, N. Y., manufacturers of photo-copying machines and sensitized papers. The new quarters are in the Duguid Bldg., 428 S. Warren St. This is the firm's second move within three years necessitated by expansion of its activities. A 100 per cent increase in floor space is provided by the new office layout.

FREE FLUORESCENT LIGHTING SERVICE

Since fluorescent lighting requirements are different, and only a qualified lighting engineer should recommend units for major installations, W. H. Long Co., 425 N. Clark St., Chicago has introduced a free lighting engineering service. To make use of the service, the user sends a sketch of space, measurements, ceiling height, outlets, and wattage of each installation. Full engineer's recommendations for proper lighting and complete cost information will be mailed without obligation. Sketches should be sent marked to the attention of Mr. Fields.

The service should be of benefit to firms who would like to consider fluorescent lighting with all essential information before them.

G/W OUTFITS A FACTORY

Practically all of the office equipment required by the mammoth new plant of the Wright Aeronautical Corp., Cincinnati, will be supplied by Globe-Wernicke Co., Cincinnati, according to word from J. S. Sprott, G/W president. It is claimed this is one of the largest orders for office equipment that has been placed since the defense program was started. The order covers approximately 40 carloads of steel desks, chairs, filing cabinets, bookcases, wardrobes, other miscellaneous office accessories.

More than 1,000 steel desks and nearly 1,500 steel office chairs are included in the order.

PLASTIC MATERIAL FOR LETTERING DISPLAY SIGNS

Stylo-Plastic, a plastic compound for making signs and special lettering, is a new product being distributed nationally by Klarion Merchandising Corp., 17 W. 45th St., New York. With Stylo-Plastic, one can letter on glass, fabric, metal, wood, paper, and lettering on any size, shape, or manner can be produced. Feature of the compound is the three-dimensional effect it produces.

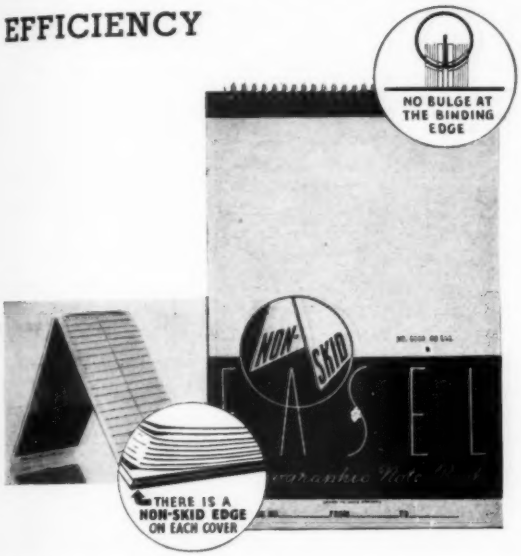
The product is said to be long lasting, will not fade, run, or crack, has quick-drying properties, sets to a permanent hardness in a short time. It is now made in Chinese red, royal blue, light green, ivory, brown, purple, black, yellow. A standard can, enough to make about 75 signs, together with full equipment and instructions, is priced at $3.50.

For **QUICK** *Communication*

Use the ready-made QUICKMAIL Reply Coupons Following Page 18 of this issue.

It takes only 1 minute plus 1c to make an inquiry!

These Features INCREASE STENOGRAPHIC EFFICIENCY



1 SPRING BINDING

BOOKS OPEN FLAT

Patented special method of binding permits rapid turning of pages without tearing or interference. Books open flat . . . every page can be used from top to bottom.

ALL BOOKS CONTAIN 80 LEAVES

Patented NON-SKID EDGES keep the book upright in any desired position. NON-SKID Easel Notebooks don't creep or collapse.

2 NON-SKID EDGES

3 THREE STANDARD RULINGS

EYE TINT or WHITE STOCK

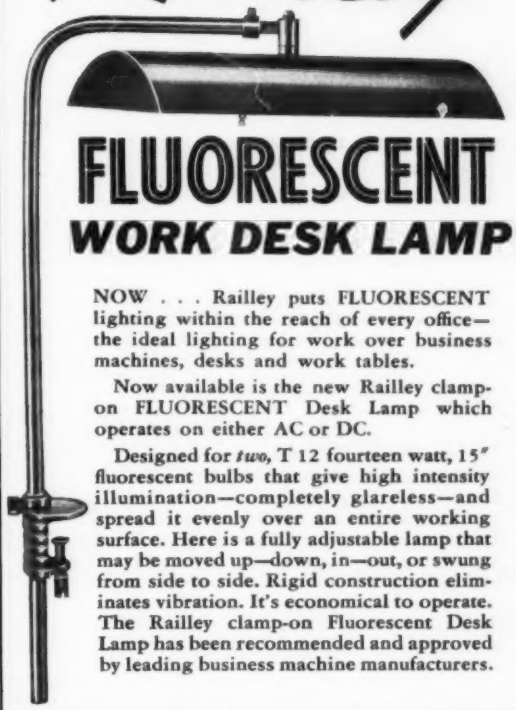
Whatever your preference, NON-SKID Easel Notebooks provide choice of either eye tint paper ruled in green—or white paper ruled in red. Paper suitable for either pen or pencil notes.

See Your Stationer For Samples and Price Information

ROCKWELL-BARNES COMPANY
1525 West 38th Street Chicago

To answer the above ad use QUICKMAIL COUPON No. 18

Meet the Big Demand for
FLUORESCENT OFFICE LIGHTING
with the New
Railley



FLUORESCENT
WORK DESK LAMP

NOW . . . Railley puts FLUORESCENT lighting within the reach of every office—the ideal lighting for work over business machines, desks and work tables.

Now available is the new Railley clamp-on FLUORESCENT Desk Lamp which operates on either AC or DC.

Designed for *two*, T 12 fourteen watt, 15″ fluorescent bulbs that give high intensity illumination—completely glareless—and spread it evenly over an entire working surface. Here is a fully adjustable lamp that may be moved up—down, in—out, or swung from side to side. Rigid construction eliminates vibration. It's economical to operate. The Railley clamp-on Fluorescent Desk Lamp has been recommended and approved by leading business machine manufacturers.

The coupon below will bring you prices and full information. MAIL IT TODAY!

The RAILLEY CORPORATION
CLEVELAND, OHIO

THE RAILLEY CORPORATION • 6611 Euclid Ave., Cleveland, Ohio
Please send me prices and complete information on the Railley Clamp-on Fluorescent Lamp.

Name _____
Firm Name _____
Address _____
City _____ State _____

Mail the above Coupon or use QUICKMAIL COUPON No. 5

A FINE CYLINDER

Improved!

Watch for the new monogram, the encircled D E, if you want to be sure of the latest model, the most uniformly precision made cylinder for super-efficiency in dictation.

NEW D E STANDARD CYLINDERS FOR DICTAPHONES AND EDIPHONES

Satisfied users of the regular "Standard Cylinders" will be surprised that these already fine products of the world's largest and oldest independent cylinder makers have been refined to a point where they are now scientifically more accurate and uniform than before. Installation of the latest modern, precision controlled equipment has made this possible. Write for samples of the new D E cylinder.

STANDARD Use QUICKMAIL COUPON No 37

RECORD COMPANY

104 SOUTH FOURTH ST., BROOKLYN, N. Y.

Codo— **CARBON GRIPPER BACKING SHEET**

To insure clean, strong copies . . USE THIS

Codo
"Carbon-Gripper"
A Flexible
Backing Sheet
Use with Any
Codo Carbon Paper

"Carbon-Gripper" Grips and holds in place the assembled papers while being inserted in typewriter.
Assures perfect alignment.
Produces a greater number of legible carbon copies at one writing.
Saves wear on ribbons.
Saves wear on platen.
Works equally as efficient on soft, medium or hard platen.

"Carbon-Gripper" Directions for use.
Assemble carbon and sheets of paper in usual way. Bend back top of backing sheet and tongues will be round.
Insert assembled sheets under tongues, aligning against top of tongues and left side of backing sheet.
Grip firmly and insert in typewriter.
Kindly note you have only the thickness of the "Carbon Gripper" to insert in typewriter, regardless of the number of assembled sheets. This assures easier and quicker insertion on the typewriter, with perfect alignment.

LIST PRICE 25c EACH
Made only by
CODO MANUFACTURING CORP
509 S. Franklin St. Chicago, Ill.
270 Lafayette St. New York N. Y.
Factory
CORAOPOLIS, PENNA.

Stenographers enthuse because it grips and holds in place the assembled papers while being inserted in the typewriter, insures perfect alignment and produces a greater number of legible carbon copies. Numbered right hand margin shows number of lines remaining on sheet being typewritten.

The retail price of the CODO Carbon Gripper is 25 cents, but it is enclosed free with each box of Super-Kote and Keen-Rite carbon papers.

Codo— **MANUFACTURING CORP.**

509 South Franklin St., Chicago
270 Lafayette St., New York

Factory *Coraopolis, Pa.*

FLUORESCENT COSTS

By DEAN M. WARREN
of General Electric Co.

WITH each new lighting development there arises the question of cost. The cost of illumination is made up of two items:

(1) The cost of owning the installation and

(2) The cost of operating the installation.

Owning cost is made up of amortization, initial charges, interest on the investment, taxes, insurance and maintenance. Operating cost comprises lamp cost and energy cost.

In figuring the owning cost of an installation, the life of the installation is taken as six years. Lighting progress is so rapid today, that nearly any installation can be profitably replaced at the end of this time. With six-year amortization, the actual owning cost becomes 25%, with the breakdown as follows:

Depreciation	16.6%
Interest on half the investment	3.0%
Taxes, insurance and maintenance	5.4%

Using the following procedure, the cost per footcandle per year, can be determined. Wiring costs are not included in the calculations, because they differ with local conditions.

Yearly Owning Cost of Equipment = Fixture Cost × 25%

$$\text{Yearly Lamp Cost} = \frac{\text{No. of Lamps} \times \text{Cost of Lamps} \times \text{burning hours}}{\text{lamp life}}$$

$$\text{Yearly Energy Cost} = \frac{\text{Total watts} \times \text{energy rate} \times \text{burning hours}}{1000}$$

By adding the yearly owning cost, yearly lamp cost, and yearly energy cost and dividing by the footcandles provided, the cost per footcandle per year is obtained.

As an example, let us assume that 12 units are required to light the store to 50 footcandles.—

Twelve four-lamp units @ $35.00 =	$420.00
Write off .....25% per year	
Yearly Owning Cost	$105.00

Using the above formula to obtain the yearly lamp cost.—

$$\frac{48 \text{ lamps} \times \$1.90 \text{ cost} \times \$0.70 \text{ net} \times 2000}{2500} = \$52.00$$

To find the yearly energy cost (3c per KWH assumed)

$$\frac{12 \text{ units} \times 2000 \text{ watts (including auxiliaries)} \times 3\text{c} \times 2000 \text{ hours}}{1000} = \$144.00$$

$$\text{Cost per footcandle per year} = \frac{\$105.00 + \$52.00 + \$144.00}{50 \text{ footcandles}} = \$6.00$$

The costs are average ones and may not apply exactly in a specific community. But by using the general method, anyone can make his own economic studies of both filament and fluorescent lighting.

The introduction of any new light source is bound to result in some confusion and such was the case with the Mazda F lamps. The lamps produce colored light and daylight economically, which the filament lamps cannot do; they produce cooler light and are sources of low brightness.

Ever Ready ROLL

SHIPPING LABELS

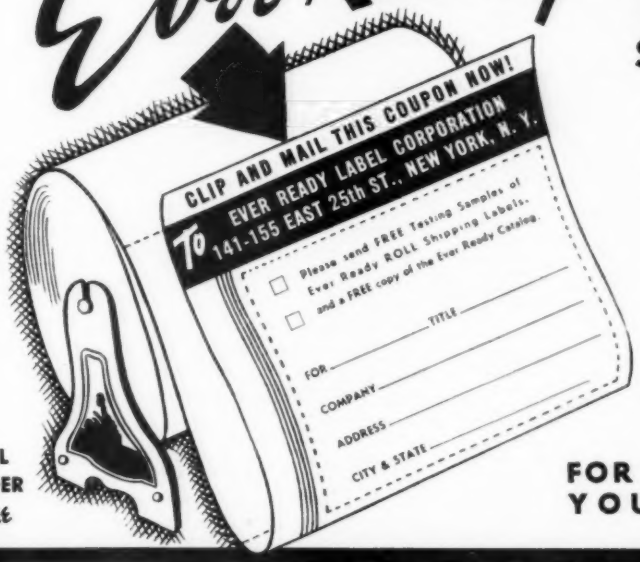
cut down addressing-time 22%! They're quickly applied, easy to store. Let your typist try them.

•

Write for test strip. No Cost, No Obligation!

•

EVER READY'S FREE CATALOG CONTAINS 528 USEFUL LABEL IDEAS FOR YOUR BUSINESS. GET YOUR COPY TODAY.



ROLL HOLDER *Free*

TO ANSWER THIS AD *Use* QUICKMAIL COUPON No 24

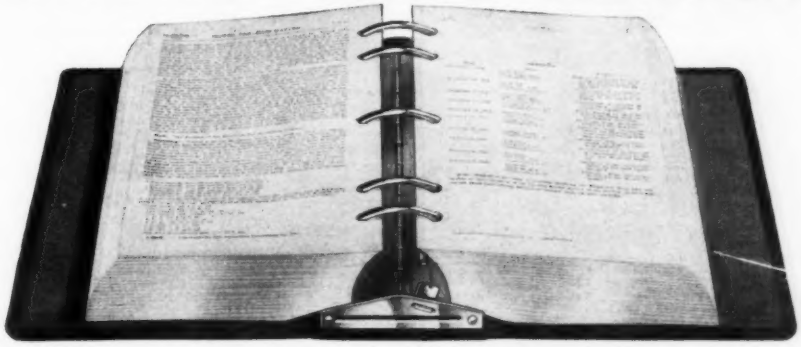
EVER READY LABEL CORPORATION
141-155 EAST 25th STREET NEW YORK, N. Y.

DOUBLE JOINTED RING BINDER

3-INCH CAPACITY PLUS DOUBLE OPERATING SPACE

• • • •

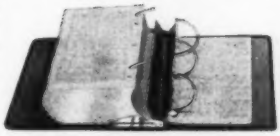
FOR THIN or BULKY SHEETS, CARD STOCK, LEATHER, or FABRIC SWATCHES



The Double Jointed Ring Binder provides capacity for 3-inches of sheets for active and storage use. When opened, either side of rings will accommodate all the sheets through its double acting operation. It is so compact that the cover size is no greater than a 2-inch capacity Ring Book. Ring Mechanism is DOUBLE JOINTED, providing 2 working positions as well as a closed position.

SUITABLE FOR: Bulletins, Reports, Price and Rating Books, Automotive, Electrical and General Jobber's Catalogs and Manuals, Swatch Sample Books and many types of records.

Double acting operation provides working space with all sheets on either side of rings.



Open position—for sheet changes

Mail Coupon — for circular illustrating and describing the operation and use of this Binder.

WILSON JONES CO.,
G.O.E.—5-41 **CHICAGO, ILL.**

Please mail circular on Double Jointed Ring Binder.

Name..... Title.....
Company.....
Address.....
City and State.....
Our Dealer is:.....

Mail the above Coupon or use QUICKMAIL COUPON No. 16

WILSON JONES CO.

ELIZABETH • CHICAGO • NEW YORK

STURGIS
STEEL CHAIRS
MODERN • COMFORTABLE • SMART

Sold! *By Dealers Only*

No. 2800

ARM SWIVEL CHAIR

One of many popular models of square tubular office chairs. STURGIS chairs are also available in adjustable posture types—A model for every need.

Use QUICKMAIL COUPON No. 28 for 1941 Catalog

STURGIS POSTURE CHAIR CO.
Magnolia Street Sturgis, Michigan

MODEL L KNOCKS THE "L" OUT OF
original cost and upkeep

The pun may not be worth the attempt but—there's just no quicker way of explaining the economy of Boston's Model L. Here's a pencil sharpener that's a real heavyweight in construction and durability at a midget price. Here's a pencil sharpener that will meet requirements and then some. The famous Boston 15 cutting edges, the oversize chip receptacle—these and many more exclusive Boston features are built into this grand model. Choose Boston's Model L and you save —in the beginning and all along the line.

C. HOWARD HUNT PEN CO.
Camden, N. J.

BOSTON
MODEL L

BOSTON
PENCIL SHARPENERS

EASTERN AIR LINES BUYS

(*Continued from Page* 24)

for these offices. All standard lines of supplies are bought in large quantities.

Purchases in the field of stationery and office equipment are increasing at the rate of more than 25 per cent annually, according to Mr. Brock.

Right along with purchases of this category, Mr. Brock sees that Eastern Air Lines is kept supplied with the far greater quantities of other materials which are utilized in the actual operation of the great Silver Fleet. Such diverse articles as sheets and pillow cases, mattresses, seat covers, dishes, paper cups, towels, food supplies of many kinds, fire extinguishers, and sanitary equipment have to be provided in addition to the multitude of tools, parts, and other items directly associated with the maintenance of the airplanes themselves. Some conception of the wide range of materials required is the fact that in Eastern Air Lines' perpetual inventory and stock record, parts and supplies number in the aggregate more than 75,000 separate items.

A PENCIL WITH A PURPOSE

The problem of what pencil to use for making multiple carbon copies has been engaging the attention of Reliance Pencil Corp., Mt. Vernon, N. Y., which recently introduced its No. 700 DUROLead manifold carbon copy pencil. It is a black graphite pencil, especially created for this type of work, is easy to erase, soft enough to be legible on the top sheet, and strong enough to withstand the necessary pressure for copying work.

The pencil comes in three gradings—medium, for average number of carbons; firm, for a large number of carbons; and hard, for very large number of carbons. A demonstration sample box is available on request.

PASSMORE BECOMES UARCO TREASURER

United Autographic Register Co., 500 S. California Ave., Chicago, has announced the election of Charles Passmore as treasurer to succeed B. M. Boyd, who retired last December after having served as treasurer for eleven years. The firm has factories in Chicago, Cleveland, San Francisco, manufactures special business forms and systems. President of the company is W. R. Barker; Lewis Barker is vice-president.

ASSOCIATED NOW A DISTRIBUTOR FOR KIL-KLATTER TYPEWRITER PADS

The Associated Stationers Supply Co., well-known Chicago wholesale stationers, have been named as a national distributor of Kil-Klatter typewriter pads.

According to reports from stationery and typewriter supply dealers, the Kil-Klatter pad is finding wide acceptance because it does such an excellent job of quieting typewriter noise. It is made of all hair, proven by tests to be the best for sound absorption.

The Kil-Klatter pad has also the added features of a rigid surface to prevent typewriter legs from sinking into the pad, and a non-slip bottom surface which prevents slipping and holds the machine firmly in place. It also has the extra merchandising feature of being packed in an attractive box suitable for counter or window display.

Addition of the Kil-Klatter pad to the Associated Stationers Supply Co. line is felt to be another instance of expert approval that should do much to help this nationally-advertised product to go on to even greater sales success.

Your Office Layout and Equipment can be efficient, modern and up-to-date, whether it is in the Big City or Rural Community.

To aid you

THE KENNETH H. RIPNEN COMPANY, INC.

Can provide any one or all of the four following Office Layout Services.

PART I LOCATION: **Aid in location studies of sites and buildings offered by real estate brokers, property owners, insurance companies, banks, etc.**

PART II LAYOUT: **After a comprehensive study of your organization, flow of work and equipment, create for you a functional office layout.**

PART III BUDGETS: **Prepare working drawings and specifications after approval of the detailed office layout to carry out the proposed scheme, submitting detailed estimates of the costs of all work.**

PART IV SUPERVISION: **After approval of the estimates, to let contracts and supervise all work through to completion including Office Layout, Construction and equipment.**

Without obligation we will mail you our pamphlet entitled "Office Layouts," or make a preliminary survey and report on any phase of our work.

KENNETH H. RIPNEN COMPANY, INCORPORATED

OFFICE LAYOUTS **FACTORY LAYOUTS** **WAREHOUSE LAYOUTS**

342 Madison Avenue, New York
New York

Now

KOH-I-NOOR

Drawing Pencils

Are made in our new American Factory

★

10c

★

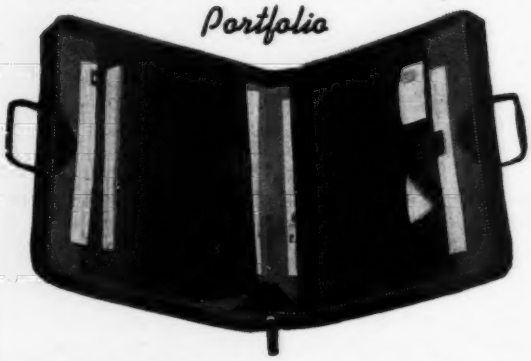
Use QUICKMAIL COUPON No. 33

We invite you to send for our new catalog No. 5. Use Quickmail Coupon in this issue.

KOH-I-NOOR PENCIL CO., INC.

373 FOURTH AVE., NEW YORK CITY

For All-Purpose Utility, Doppelt's No. 814 All-Purpose Portfolio



LARGE CAPACITY—16" x 11½"—has *five* full length pockets, (two of them gusseted) and *two* half length pockets.

VERSATILITY—Ring binder or Sales Photo Ring Binder may be inserted and held securely in place by inverted snap-button pockets.

CONVENIENCE—Talon Zipper on three sides permits opening flat. All pockets easily accessible.

SMARTNESS—Disappearing handles. Rich, modern styling and finish.

QUALITY—Made of luxurious, durable, brown or black *Shark Top Grain Cowhide*. Pockets and lining of genuine *Plykit*.

Ask your office supply salesman or use QUICKMAIL REPLY COUPON No. 23

CHARLES DOPPELT & CO.

412 N. Orleans St. Chicago, Illinois

OFFICE STANDARDS

(*Continued from Page* 25)

too good or not good enough for the purpose. Standard punching permits use of standard binders. Method of printing involves selection of the most economical process. All of these are savings producers.

Design For A Purpose

Functional standardization of forms is less tangible, though the elements are easy to understand. Among these factors would be designing for the purpose; that is, making sure that the space is adequate, arranged for proper combination of sequence of entry of information and later reference to that information. Since this must be a compromise, determination of the predominating requirement requires careful study. Another factor, the method of posting or entering information, is important. The use of check-off subjects instead of write-ins can produce nice time savings.

A further functional standardization element must include studies to eliminate unnecessary items and to combine items serving the same general purpose. It is here that most programs begin to fail—at least those in large organizations. It is mostly the fault of top management that this is true. An executive may decide on the spur of the moment, "We have too many forms. Let's standardize." He is probably right, but the emphasis on number rather than of the physical and more easily controlled elements of design is not the right line of attack. Eliminations can be made without too much trouble. Combinations requiring research into routine and a great deal of cooperation between departments bog down easily. So, when the big boss, having emphasized the wrong objective, sees his machine stall, he decides forms cannot be standardized. This is a place where the engineer is really needed, for most sensibly managed form standardization programs in the average business can yield savings of up to 40% in annual form cost.

Western Electric Saves $30,000

The standardization of paper stocks for clerical work is fascinating. To standardize a series of qualities which will satisfy the most stringent requirements for permanency and strength down to those for very temporary use requires study by engineering talent knowing paper and having common sense. A study made in the Western Electric Co. some years ago resulted in the annual savings of $30,000 per year, even though prior to the study the practices were fairly well planned. In most oganizations which have not paid attention to this work, dividends of 25% to 50% can be realized.

There is a certain class of supply items, which can well be considered as forms, on which careful surveys will usually produce gratifying savings. Envelopes, letterheads, tags, and labels are illustrations. Standardization coupled with periodic ordering can accomplish a great deal. In the Western Electric Co., envelope study netted a profit over $25,000 per year, with 129 kinds and sizes of envelope reduced to 46. Various locational imprints were standardized. The paper stocks were studied and standardized. Incidentally, regular sulphate (kraft) was used, all being the natural color (brown) except two items for top executive use. These were bleached kraft (white). A contract was set up for ordering three times per year, a service organization combining locational requirements and entering one order. The price was based on the total quantity of

DON'T FUSS WITH "SCREWY" ADJUSTMENTS, THE ERROR-NO COPYHOLDER NOW HAS INSTANT SELECTIVE SPACING. JUST LIKE THE SPACER ON YOUR TYPEWRITER AND JUST AS ACCURATE!

ASK YOUR DEALER TO SHOW YOU ERROR-NO WITH THE NEW 1,2,3 FEATURE

A MERE FLIP OF THE FINGER SETS ERROR-NO FOR 1, 2 OR 3 SPACES. YES, SIR, IT SAVES TIME!

The Dawn Manufacturing Corp.
DIVISION OF THE
HALL-WELTER CO, INC.
16 CHAMPENEY TER. ROCHESTER, N. Y.

To answer the above ad use QUICKMAIL COUPON No. 48

Investigate
BANDES
Sensational New
"SUPER-TEX"*
CLIP BOARD
for Office — Warehouse — Factory

BANDES "SUPER-TEX"* is smooth on both sides with a perfect writing surface on back. That's why "SUPER-TEX"* will be preferred by shippers, warehousemen, checkers, billing clerks and all others.

* *Trade Name*

PRICED TO SAVE YOU MONEY

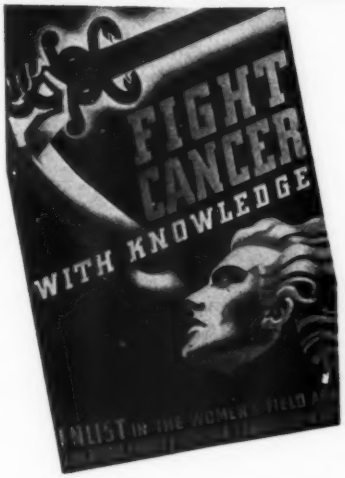
"SUPER-TEX"* is a light, strong, extra-hard, compressed wood-fibre board — 1/8 inch bevelled edge. Improved, firm-grip, pre-polished steel clip, mechanically guaranteed.
Handiest—Most Durable!

Ask your office supply dealer or send QUICKMAIL COUPON 30.

Specify "SUPER-TEX"* Clip Boards in your inquiries!

Use QUICKMAIL COUPON No 30

JULIUS BANDES & CO., INC.
132 West 22nd Street New York City
"Desk and Office Accessories of Quality"



Early diagnosis is the first line of defense against cancer. Enlist in the local unit of the Women's Field Army. Annual enlistment fee $1.00.

AMERICAN SOCIETY
for the
CONTROL OF CANCER
385 madison avenue • new york city

REFRESH YOUR BUSINESS with SUNSHINE and HYGEIA CUPS

Industry is finding it good business to heed public health authorities and protect health of workers with safe, sanitary SUNSHINE or HYGEIA individual drinking cups. Here is a simple way to save important time and money by cutting down on the spread of colds and other respiratory diseases which cause illness absence. Good health is America's first line of defense. HYGEIA and SUNSHINE Cups are low cost health insurance.

Write for free samples and astonishing facts about preventable industrial labor wastage.

HERZ MANUFACTURING CORPORATION
Herz Cup Co. Division
Dept. GT. 5, 840 E. 134th St., New York, N. Y.

BUY WITH CONFIDENCE!

You can buy an Acco 10 Punch with the firm conviction that you are getting the very best in quality and performance.

Long recognized as the quality punch for 2¾" centers. Broad gauge with NEW LOCKING DEVICE prevents slipping of papers and assures accurate punching. Die cast. Handsomely enameled, nickel plated trim. Has 6 rubber feet.

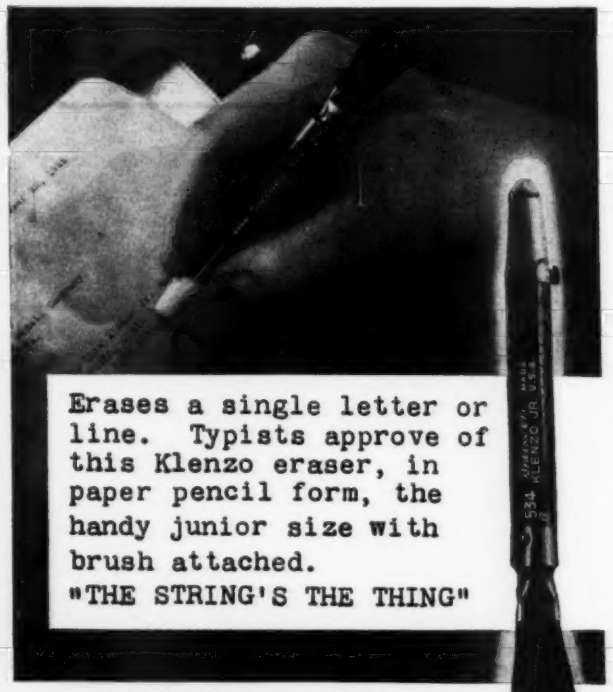
See Your Stationer

ACCO Products, Inc.

39th Avenue and 24th Street

Long Island City, N. Y.

To answer the above ad use QUICKMAIL COUPON No. 29



534-B **KLENZO JR.**

Blaisdell **PENCIL CO.**

PHILADELPHIA, U. S. A.

To answer the above ad use QUICKMAIL COUPON No. 26

each kind plus a very nominal charge for each imprint change. A miscellaneous order plan was devised to care for emergency requirements between regular periods.

Tags and labels are just as easy to work out. For tags the American Standard series of tag stocks and sizes suffices for all normal needs. In the Western Electric Co. there is just one special item, a tag attached to lead covered telephone cable as it goes through the vacuum baking ovens to dry, prior to forming the lead sheathing. Here a special heat resisting paper and special size is required.

The preparation of procedural standards has been mentioned. There are a few of these worth inclusion in standards such as floor lay-outs, decoration of offices, standards for lighting and ventilation, maintenance practices on furniture and appliances, janitor practices, mail handling, and the like.

Maintenance of Office Equipment

Maintenance of furniture pays dividends just as does any good housekeeping. Desks kept cleaned and polished and chairs kept cleaned, polished, and with irons and casters oiled have longer life and result in better morale, neater and more accurate work. Leather upholstery lasts indefinitely if kept clean and properly dressed. Standard methods and schedules are necessary to insure that work is done and properly done when necessary.

Office machines regularly cleaned and adjusted produce better work and have longer life. There are several methods of arranging this service. Manufacturers provide contract service to inspect, clean, and repair at regular intervals. Usually, intermediate calls to adjust troubles are free under such contracts. This service pays definitely on machines operated constantly or on costly or intricate items requiring expert adjustments. Lighter, simpler, or less frequently used equipment can be maintained economically on a service call basis, paid for on a time and material agreement. It was found that it paid to contract for period service on the dictation transcription machines but to use the time and material agreement on the dictating machines. The former are in use seven or eight hours per day, the latter but an hour to an hour and a half.

Under any conditions one person should be responsible for all office machines. Keep records of age, repairs (with costs), where the machine is located, and what kind of service it is in. When repair costs begin to rise, consider a trade-in or rebuilding before maintenance becomes uneconomical. Rebuilding usually is worthwhile on machines costing from $500 up.

Floor cleaning and maintenance is well worth studying. Linoleum will last almost indefinitely if periodically cleaned and waxed. The methods are reasonably simple and materials inexpensive. Planning will hold labor costs to practically nothing. This is another example of more dividends from standards.

Create Office Standards

A national movement is under way to create office standards—American office standards, just as we have American standards in the factory. In fact the movement might be said to be international, for Canadian representatives are participating.

Naturally these standards will have a different basis of consideration than those we have just been discussing. American office standards must be basic—such as standard sizes for furniture, standards of quality, standards of finish, and the like. Certain items already

PUNCH FOR PROFIT with a CHALLENGE SIEBER PUNCH

● It's easy to do your paper punching with this handy, accurate, economical punch. It has self-sharpening dies that are quickly adjusted—plain figures on the nickel-plated table for fast setting of dies and guides — adjustable side and back-gages for positive precision. Open sides permit the punching of sheets larger than the rated capacity of the unit.

Challenge-Sieber Punches are made in five models: Standard Hand Lever, Junior Hand Lever, Tandem Hand Lever, Multiple Foot-Power, and Tandem Foot-Power with capacities from 8½ to 19 inches between centers; also Heavy Duty models in hand and foot-power. Ask for data.

Challenge

THE CHALLENGE MACHINERY CO.

Main Office and Factory: GRAND HAVEN, MICH.

Eastern Sales Office: 50 Church Street, NEW YORK

COOK'S STAINLESS STEEL FILE SIGNALS

SEND FOR YOURS TODAY!

Just out! Featuring 18 different styles to meet every requirement of modern filing systems. A handy catalog of *actual signals* that makes selection quick and easy. No charge; say how many.

Use Quickmail Coupon No. 13

THE H. C. COOK CO., 18 BEAVER STREET, ANSONIA, CONN.
"EVERY COOK PRODUCT UNCONDITIONALLY GUARANTEED"

SMALL ROLL PRODUCTS
TO FIT EVERY NEED

You will find quality perfection rolls full diameter. They are accurately slit and guaranteed to be uniform. Send QUICKMAIL COUPON No. 35 for complete details.

ADDING MACHINE	MAILING MACHINE
CASH REGISTER	MORSEGRAPH
RIBBON PAPER	FIRE ALARM
POLICE REGISTER	DIE WIPING
TELETYPE	TICKER TAPE

Perfection Rolls Are Perfect in Every Detail

PAPER MANUFACTURERS CO.

PHILADELPHIA, PENNA.

31 Esterbrook* RENEW-POINT *styles to fill every business writing purpose

No other fountain pen meets every writing need so completely. Esterbrook is a business pen — made for business use. Complete Fountain Pens, black or colors, $1 and up. Renew-Points, replaceable by the user, 25c and up.

THE ESTERBROOK PEN COMPANY
28 Cooper Street, Camden, N. J.

Esterbrook FOUNTAIN PENS

WORLD'S GREATEST PEN MAKERS SINCE 1858

Speedry Brushpens

PROMOTE GREATER OFFICE, STOCK, AND SHIPPING ROOM EFFICIENCY!

ADDRESSING

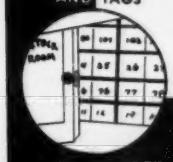
A time saver is a money saver. With Speedry Brushpen, containing the amazing Instant-Dry ink, the addressing and marking of packages, wooden cases and cartons, making of sketches, posters, charts, diagrams, etc., marking on metals, glass, textiles, cellophane and plastics, becomes a faster, more efficient operation.

SPEEDRY INSTANT-DRY INK DRIES AS FAST AS YOU WRITE, AND IS COMPLETELY WATERPROOF.

PRICE TICKETS AND TAGS

Speedry Brushpen, constructed to last a lifetime, writes from approximately fountain pen thinness to almost half an inch width, with one stroke.

Investigate this handy, efficient, time saving item today. Send $1.50 for sample pen, complete with a generous supply of ink, and two interchangeable felt nibs, or write for further details. Use QUICKMAIL COUPON No. 19.



MARKING STOCK

SPEEDRY PRODUCTS Co.
104 Fifth Avenue New York, N. Y.

have had similar consideration. Insulated files are required to meet the Underwriter's specifications for exposure of 1 hour, 2 hours, 3 hours, or 4 hours. Just think how this has simplified the problem of providing adequate protection. Does it make sense to provide 4-hour protection if all consumable material surrounding the file would be burned up say in 1 hour? In desk sizes should we have almost as many as there are makes and grades of furniture? Should there be five different quality grades of uninsulated files? Should there not be an American Standard series of form sizes?

Survey Must Be Co-operative

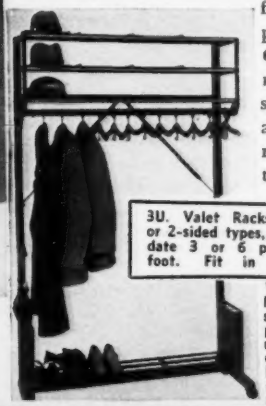
All of these questions and hundreds more can be answered only by a completely cooperative study by manufacturers and consumers directed by an unbiased but thoroughly interested body such as the American Standards Association. Such organizations as the National Association of Cost Accountants, American Management Association, National Office Management Association, Life Office Management Association, various manufacturers' associations, and certain large and representative consumers have all pledged their support to the preliminary studies now under way. This preliminary work has as its objectives the determination of acceptability and practicality of such work and if those are positive, the formation of a plan of attack.

More detail concerning this project is outlined in "Industrial Standards" for November 1939 published by the American Standards Association. It is expected that ultimately it will be successful and that we shall some day begin to see results, but it will be of slow progression and may require years to really get started.

The OFFICE VALET

Ends Wardrobe and Locker Room Problems—Sanitary—Space Saving—Attractive.

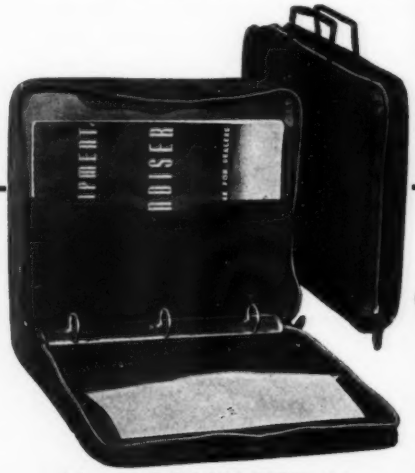
Every office can afford this "valet"—it is the newest and most satisfactory answer to the office manager's headache—the locker room and wardrobe problem. This modern all steel "Office Valet" has *complete* accommodations (hats, coats, overshoes and umbrellas) for 6 or 12 people. Occupies no more space than an ordinary costumer.



3U. Valet Racks, in wall or 2-sided types, accommodate 3 or 6 persons per foot. Fit in anywhere.

Write for FREE Catalog showing complete line of modern steel office and home wardrobe equipment.

VOGEL-PETERSON CO., INC.
"The Checkroom People"
1815 N. Wolcott Ave., Chicago, U. S. A.



No. 888 Disappearing Handles Zip Ring Case

Most COMPLETE Line In AMERICA

MASHEK Cases are designed to meet every practical need for Executive, Professional or Student trade. First in Quality, Style and Choice—they are more profitable to sell and constantly increase dealers' good will.

FEATURE RING BINDERS NOW FOR STUDENT TRADE. WRITE FOR CIRCULAR NO. 4.

FRANK MASHEK & CO.
CHICAGO
"If it's made with leather, MASHEK makes it better."
New York Office: HAROLD ATWOOD, 280 Broadway

Every Desk Worker Needs a PRESTO Desk Stapler

Complete With 500 Staples For Only

50c

- **Streamlined design**
- **Finished in wine-colored baked enamel**
- **Rubber base protects desk and holds extra staples**

The sturdy PRESTO Deluxe Desk Stapler is a magic time saver for desk workers everywhere. It sells on sight! One customer sells another! Join the PRESTO Time Saving Parade. Send QUICKMAIL COUPON No. 20 for sample, and let PRESTO open the way for more work per worker.

Metal Specialties Mfg. Co.
3202 Carroll Avenue Chicago, Illinois

HIGGINS ETERNAL BLACK
protects your vital documents

HIGGINS ETERNAL BLACK WEATHERS THE STORMS. THIS IS AN ACTUAL REPRODUCTION OF A POST CARD WRITTEN UPON WITH SEVERAL SO-CALLED "PERMANENT" INKS AND NAILED TO THE MAST OF A SHIP FOR SIX MONTHS —ONLY HIGGINS ETERNAL SURVIVED THE TEST.

Higgins Eternal Black Writing Ink is proof against age, sunshine, fire and flood; it will withstand dual bottle ink eradicators.

You need it for important records and documents. Excellent for both fountain and dip pens.

Specify it — and be safe.

HIGGINS "Buy it from Your Stationer"
HIGGINS INK CO., INC.
271 NINTH ST., BKLYN., N.Y.

To answer the above ad use QUICKMAIL COUPON No. 9

LITHOGRAPHERS
since 1896

DISPLAYS • LABELS • BROADSIDES
BOX WRAPS • FOLDERS • POSTERS

LETTERHEADS
Combination Runs on Four Grades of Bond

LUTZ & SHEINKMAN
Telephone CANAL 6-7000
421 HUDSON STREET • NEW YORK, N. Y.

Technygraph **LETTERING KIT**

HUNDREDS OF USES IN EVERY OFFICE!

TECHNYGRAPH

- **THE MASTER PRINTER KIT, illustrated above consists of an adjustable drawing board, self-locking T-Square, large bottle Master Printer Black Drawing Ink, Lettering Guide, and Pen.**
- **THE MASTER PRINTER KIT is a set of many uses. Its *60 different* lettering guides offer styles suitable for making price tags, show cards, announcements, diplomas, stamp page lettering, negative titles, blue print titles, movie film titles, layouts, master copies for multigraph duplicator, etc., etc.**

Write today for descriptive circulars.

The Technygraph, TECHNY, ILL.

MOISTENS ENVELOPES!

SUPER MOISTENER

No. 3 SUPER

Scientifically brush-moistens gummed surfaces for tight, solid adhesion. Safer, cleaner, more sanitary.

This model has generous 3" brush that properly moistens larger envelopes as well as regular office size. Nickel plated, enameled. Hot-dipped galvanized, rust proof tank. Low retail price.

Sole Distributor **A. W. KELLOGG SALES CO.** Waltham, Mass.
Manufactured by **BETTER PACKAGES, Inc.** Shelton, Conn.

PRES - O - TABS

The only rapid and easy method of attaching gummed reinforcements. Five times as fast . . . never wasteful . . . always ready . . . neat and convenient . . . will not curl.

Also: The sensational new PHOT-O-TABS for mounting photographs.

Reading Laboratories
410 PARK SQUARE BLDG.
PARK SQUARE BUILDING
BOSTON, MASS.

"SELECT BRAND"

Products

Legal Pads — *Tablets*
Fillers — *Index Cards*
Composition Books — *Wire Bound Books*
Scratch Pads — *Steno Note Books*

Reinforcements

Demand these well-known brands.
Send for samples.

"Select"	"Better Deal"	"Golden Rule"	"Select"
Scratch and Legal Pads	Tablets	Fillers	Wire Bound Note Books

NATIONAL PAD & TABLET CORP.
130 East 13th St. New York, N. Y., U. S. A.

THE GREATEST NAME IN MARKING DEVICES

Justrite

- DATERS, NUMBERERS, OFFICE OUTFITS, AND DOZENS OF OTHER ITEMS COMPLETE THE LINE
- BE RIGHT-BUY JUSTRITE

MADE BY THE LOUIS MELIND CO.-MANUFACTURERS OF THE MOST COMPLETE LINE OF MARKING DEVICES IN AMERICA

No. 140—6½"

BERNARD

TRADE MARK REG.

HEAVY DUTY LOOSE-LEAF PUNCH

A LOOSE-LEAF Punch constructed with parallel action, compound leverage for extra heavy work. Punches round holes up to full ¼" capacity with comparative ease. All its name implies—a heavy duty Punch built to stand up in daily use.

Dies—1/8", 5/32", 3/16", 7/32", 1/4" Rounds

Use QUICKMAIL COUPON No. 10.

THE WM. SCHOLLHORN CO.
New Haven Connecticut

In Many Ways It Pays to Insist on the "Original"

MOORE

PUSH-PINS
PUSHLESS HANGERS
THUMBTACKS MAPTACKS

It pays, not only because these indispensable MOORE products are more satisfactory to use and cost less in the long run, but also because in the MOORE line you will find an exceptionally wide variety. PUSH-PINS with glass or aluminum heads. PUSHLESS HANGERS in 4 sizes. THUMBTACKS of almost limitless variety. MAPTACKS of all sizes and colors. Illustrated and described in the MOORE Catalog, which will be sent to you upon request.

Only hanger with a twist

Your Stationer Can Supply You

MOORE PUSH-PIN CO.
113 BERKLEY STREET, PHILA., PA.

Threadline
More STRENGTH
More SMOOTHNESS

:SYNONYMS

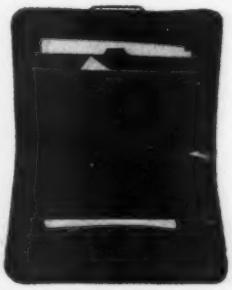
That guarantee you satisfaction from thinner leads. Only the genuine Threadline excels in quality.

Order from the Originators

RITE-RITE MFG. CO.
CHICAGO, ILLINOIS

SUBSIDIARY OF THE JOSEPH DIXON CRUCIBLE CO.

IT PAYS TO BUY THE BEST



No. 333

VARAT MADE ZIPPER CASES, RING BINDERS, PORTFOLIOS ARE TOPS

A POPULAR ZIPPER PORTFOLIO—NO. 333

Genuine grained cowhide, three side Talon zipper, 4 large pockets, disappearing handles, size—16" x 11½" x 3".

WRITE FOR CATALOG

MURRAY VARAT COMPANY
114-124 S. Clinton St., Chicago, Ill.
New York San Francisco

NOMA CONFERENCE SCHEDULED

Mobilizing the Resources of the Office is the theme of the 22nd annual conference of the National Office Management Association, to be held at the Hotel Statler, Boston, June 9 to 11. Personnel, methods, and machines will be discussed by outstanding men in the industry. Included in the list of topics to be discussed are such subjects as job analysis and office salary standardization, vacation plans, training methods, increased office production at lower unit costs, methods studies, filing and destruction of records, time keeping and payroll methods, office gadgets, office equipment, others.

Further details may be had from William H. Evans, Peirce School, 1420 Pine St., Philadelphia.

APTITUDE TESTING IN BUSINESS

Believing that the right man in every job is the best insurance any business can have, the Personnel Institute, Inc., 225 N. Wabash Ave., Chicago, has developed a system of personnel evaluation, development, and control to serve those who are interested in creating greater productiveness and combating unnecessary waste. Interested executives may obtain a copy of the Institute's booklet, "The Use of Ability and Aptitude Testing in Business" which explains the Institute's plan of testing.

KNOX ISSUES PLANNING STANDARDS

A set of planning standards for use in designing printed sales and advertising literature in the industrial 8½ by 11-inch size has been issued by Frank M. Knox Co., Inc., 30 Rockefeller Plaza, New York, as a new section of the *Knox Standard Guide to Planned Printing.*

The standards cover the question of bleed trims and contain a complete set of planned bleed designs to eliminate both the need for special paper stock sizes and production difficulties in the pressroom. Uniform sizes for price sheets on bond paper, and promotional literature on book papers, are also listed for those advertisers who have to plan material for loose leaf catalog use.

EMPLOYMENT RELATIONS BOOK PUBLISHED

The talk given recently by Thomas Roy Jones, president of American Type Founders, Inc., Elizabeth, N. J. before the National Association of Manufacturers Institute on Employment Relations, has been published in booklet form, is available on request. Entitled, "Why Employment Relations?", the address considers human employment relations and their significance in a period of national emergency.

The booklet discusses the place of the personnel man, personnel relations fundamentals, basic techniques, personnel operation, the importance of the personnel manager, defense period problems, developments of recent years, and the problems of the future.

N.A.P.A. CONVENTION SCHEDULED

"On to Chicago" is the theme of the forthcoming annual convention of the National Association of Purchasing Agents, scheduled for the Hotel Stevens, Chicago, May 26 to 29. An Inform-a-Show display of merchandise will be a feature of the five-day convention.

For QUICK Communication

Use the ready-made QUICK-MAIL Reply Coupons Following Page 18 of this issue.

It takes only 1 minute plus to make an inquiry!

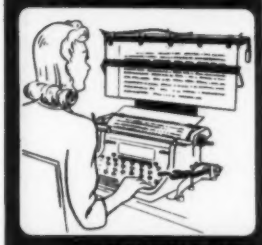
CopyRIGHT COPYHOLDER

The TILTING, TWO LEVER Ball Bearing, Lifetime Copyholder with Unrivaled EQUI-PRESSURE Paper Grip.

FOR MODERN, FRONT-VISION Line for Line Copying . . . . A Necessary Adjunct to Every Typewriter.

SIX MODEL WIDTHS to Meet All Transcribing and Copying Needs.

ASSURES MAXIMUM SPEED and Precision; Saves Eyes, Backache, Time . . . MONEY!



DIFFICULT PROBLEM — SIMPLE SOLUTION!

Shortage of skilled office workers, Wages & Hours Law, urgency of Defense Program, etc., leave no room for antiquated, inefficient office practices.

That's why the most progressive firms—firms that lead the World in adopting the BEST METHODS—are installing more CopyRIGHT Copy-Work Holders in their Stenographic and Typing Departments.

Ask for *FREE TRIAL TEST* in your own office. No obligation, of course.

COPY RIGHT MFG. CORPORATION

51 PARK PLACE • NEW YORK N.Y.

MAXIMUM VISIBILITY

TEMPO FILM STENCIL

NO SQUINTING
NO EYE STRAIN
NO EYE FATIGUE

with Formula 217

After all, stencil operators are only human! Give them better materials and they'll do better work. With this improved stencil texture, it's so easy to get cleaner, sharper, blacker copy. And longer, harder wear. Economical too!

Plus..... the patented advantages of Tempo Film, Formula 217 is matchless! No wonder more operators prefer it and more dealers stock it every day. Try it . . . .

MILO HARDING COMPANY
General Offices and Factory
435 W. Pico Blvd., Los Angeles, Cal.
Eastern Division
416 Commonwealth Annex, Pittsburgh, Pa.

FORMULA 217 sounds like the right stencil!

Send Sample for ..... Duplicator

PIN TO YOUR LETTERHEAD AND MAIL

Mail the above Coupon or use QUICKMAIL COUPON No. 43

CARBON PAPERS and INKED RIBBONS

WRITE Brand products fill the most exacting requirements. More clean, clear impressions assure economy and efficiency in every office.

FOR quality, service and satisfaction buy WRITE.

Send for free samples and prices.

WRITE
INCORPORATED

420 Lexington Ave.
New York, N. Y.

Factory:
Bridgeport, Conn.

Busy Firms Are Buying More of These Guaranteed Rebuilts

Because "Universal" (world's largest rebuilt visible dealers) does an extraordinarily fine job of refinishing attractively and rebuilding thoroughly for years and years of additional service. Send QUICKMAIL COUPON No. 45 for further information on the finest values in rebuilt, refinished, guaranteed.

VISIBLE RECORD EQUIPMENT
and OFFICE MACHINES

UNIVERSAL OFFICE EQUIPMENT CO., INC.

"The House That Confidence Built"

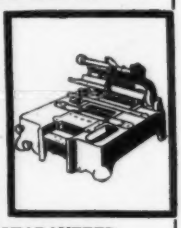
561 Broadway New York City
Cable "Uniquip"—New York

REBUILT, REFINISHED GUARANTEED
Kardex, Acme, Post Index, Globe Wernicke and other visible systems in cabinets, panels and book units.
Calculators
Comptometers
Addressographs
Multigraphs
Dictating Machines
Mimeographs

Save 20% to 60% on
ADDRESSOGRAPH

MACHINES
EQUIPMENT
SUPPLIES
PARTS

Also Elliott, multigraph, mimeograph, sealing, folding, mailing machines and supplies.



ALL MERCHANDISE UNCONDITIONALLY GUARANTEED
Write for our catalog and price list.

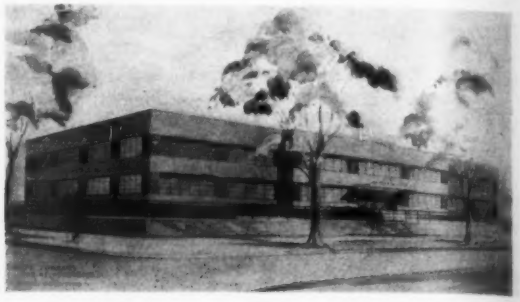
MAILERS' SERVICE & EQUIPMENT CO.
40 WEST 15th ST. (The Mailers Bldg.) NEW YORK CITY
Cable—MAILSERV—NEW YORK

HEYER *Quality*
GELATIN ROLLS & FILMS
FOR HEYER, DITTO, VIVID, STANDARD, Etc.

Always Satisfy!
WRITE FOR PRICES
THE HEYER CORPORATION · CHICAGO

NEW OFFICE BUILDING FOR FLINTKOTE

The Flintkote Co. is constructing an administration building at its plant at East Rutherford, N. J. for general offices, eastern district sales offices, and East Rutherford plant offices, as part of a general expansion



Architect's drawing of new Flintkote administration building.

program involving the recent completion of a plant at Meridian, Miss. to manufacture a line of structural and decorative insulation board products and improvements in many of its other plants manufacturing asphalt and asbestos roofings and sidings, industrial asphaltic products, and paper board products, according to I. J. Harvey, Jr., president of the company.

The two-story structure is to be entirely of fireproof construction, with fireproof steel frame, reinforced concrete flooring, and a maximum of glass window areas.

The general office open areas have column centers planned with 27-foot spans for efficient arrangement of desks. Window mullions throughout the entire perimeter of the building are 3½-feet on centers for flexibility and economy in planning for private offices. Stairways at the rear of the building lead to restaurant and car parking facilities nearby. Completion is planned for October 15. Kenneth H. Ripnen is architect, and the Ferber Co., Hackensack, N. J., is building contractor.

The new office building will house approximately 150 office workers in both general and private offices, with expansion provided for an increase of 50 per cent throughout the general offices. Gross area of the building, including basement storage facilities, will be approximately 28,000 square feet.

An Efficient **Information Department** *is ready to serve you!*

If you are interested in any office equipment merchandise or stationery products not illustrated or described in the monthly issues of OFFICE EQUIPMENT DIGEST, write to us!

Information Department

OFFICE EQUIPMENT DIGEST
260 FIFTH AVENUE, NEW YORK CITY

The Daco Card &

DACO

Index Company

Filing Systems — Filing Folders
Printed and Ruled Stock Forms
Index Cards — Commercial Forms
Record Cards — Guides & Indexes
Bank and Insurance Forms
Special and N. C. R. Forms — Red Rope Envelopes

Write for Illustrated Catalog and Prices

THE DACO CARD & INDEX CO.
9 FEDERAL COURT • BOSTON, MASS.

The Famous Name In Pencils Is

STAEDTLER

Drawing • Colored • Commercial

PENCILS

FOR EVERY PURPOSE

"It's a Staedtler Pencil" means satisfaction!

Write For Details
J. S. STAEDTLER, INC.
53-55 WORTH ST., NEW YORK

Keep Photo Records In Shape

Trussell Nega-Print

with this Popular Photo Album

Provides complete ready reference records of photographic data. Visible file of prints and films, in individual envelopes, in handsome MULT-O binder. Ideal for business and personal use.

Send QUICKMAIL COUPON No. 39 for details

$1 Size Holds 60 Prints and 60 Negatives

TRUSSELL MANUFACTURING CO.
DEPT. G POUGHKEEPSIE, N. Y.

School & College Specialties

Well-made numbers that appeal in both utility and price.

- Drafting Kits
- Tracing Papers
- Lettering Guides
- Erasing Shields
- T-Squares
- Triangles
- French Curves
- Drafting Tables
- Straight Edges
- Sandpaper Pencil Pointers
- Ink Eradicators
- Adhesives
- Typewriter Cleaners
- Typewriter Oil

Send for Catalogue

CARDINELL CORPORATION
15 LABEL STREET MONTCLAIR, N. J.

"MEMO PAL"

A Memo Recording Device Indispensable to Office and Home.

Panels also designed for advertising message.

250 Feet of standard size adding machine roll paper
Sturdy Metal Construction
Mechanically Perfect Mechanism
Modern-Streamline Design
Crackle Finish—in black and green.
Bakelite Knobs
Order samples today.

$1.50 Individually in Carton On Sale at Leading Stationers

PREVUE-RADSELL CO.
538 S. Dearborn St., Chicago, Ill.
Dept. GT-5

VICTOR FILING SYSTEMS and SUPPLIES

Use QUICKMAIL COUPON No. 25 for details.

Highest quality—for every filing need

THE VICTOR SAFE & EQUIPMENT CO., INC.
NORTH TONAWANDA, NEW YORK

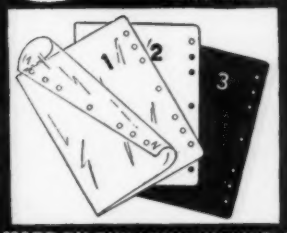
Grippit

the purest paper cement

a solution of highest quality raw materials, made under strict laboratory control; therefore always uniform, always dependable. NON-INFLAMMABLE. Ask your supplier or write for sample Kit to *Harriman-Welts Products Co., 200 Summer St., Boston, Mass.*

FOR ALL RING BINDER SIZES

Justrite LOOSE LEAF SHEET PROTECTORS



• More than a dozen vital features are at your finger tip when you choose Justrites. For greater satisfaction and real service . . .

BE RIGHT - BUY JUSTRITE

MADE BY THE LOUIS MELIND CO.- MANUFACTURERS OF THE MOST COMPLETE LINE OF MARKING DEVICES IN AMERICA

INDEX TO ADVERTISERS

A

Acco Products, Inc. 44
Ace Fastener Corp. 12
All-Steel-Equip Co., Inc. 9
American Society for the Control of Cancer 43

B

Bandes, Julius, & Co., Inc. 43
Bankers Box Co. 14
Barkley, C. L., & Co. 12
Bates Mfg. Co. 6
Better Packages, Inc. 48
Blaisdell Pencil Co. 44

C

Cardinell Corp. 51
Challenge Machinery Co. 45
Codo Mfg. Co. 38
Columbia Ribbon & Carbon Mfg. Co., Inc. 3
Cook, H. C., Co. 45
Copy Right Mfg. Corp. 49

D

Daco Card & Index Co. 51
Dawn Mfg. Co. 43
Dixon, Joseph, Crucible Co. 8
Doppelt, Charles, & Co. 42
duPont, E. I., de Nemours & Co. 35

E

Eagle Pencil Co. ..... Inside Front Cover
Esterbrook Pen Co. 45
Ever Ready Label Corp. 39

F

Faber, Eberhard, Pencil Co. ..... Outside Back Cover
Fifth Avenue Building 13

G

General Fireproofing Co. 11
Globe-Wernicke Co. 36
Graff, George B., Co. 8

H

Hall-Welter Co., Inc. 43
Harding, Milo, Co. 49
Harriman Welts Products Co. 51
Herz Mfg. Corp. 43
Heyer Corp. 50
Higgins, Chas. M., & Co., Inc. 47
Hunt, C. Howard, Pen Co. 40

J

Jasper Chair Co. 14

K

Kellog, A. W., Sales Co. 48
Kisco Co., Inc. 4
Koh-I-Noor Pencil Co., Inc. 42

L

Lutz & Sheinkman, Inc. 47

M

Mailers Service & Equipment Co. 50
Mashek, Frank & Co. 46
Melind, Louis, Co. 48, 51
Metal Specialties Mfg. Co. 47
Mittag & Volger, Inc. 16
Moore Push-Pin Co. 48

N

National Pad & Tablet Corp. 48

O

Old Town Ribbon & Carbon Co., Inc. 5
Oxford Filing Supply Co. 7

P

Paper Manufacturers Co., Inc. 45
Prevue-Radsell Co. 51

Q

Quality Park Envelope Co. 34

R

Railley Corp. 37
Reading Laboratories, Inc. 48
Remington Rand, Inc. 17
Ripnen, Kenneth H. Co., Inc. 41
Rite-Rite Mfg. Co. 48
Rockwell-Barnes Co. 37

S

Schollhorn, Wm., Co. 48
Sengbusch Self-Closing Inkstand Co. 16
Sheaffer, W. A., Pen Co. 33
Speedry Products Co. 46
Staedtler, J. S., Inc. 51
Standard Record Co., Inc. 38
Sturgis Posture Chair Co. 40

T

Technygraph Co. 47
Trussell Mfg. Co. 51

U

Underwood Elliott Fisher Co. ..... Inside Back Cover
Universal Office Equipment Co. 50

V

Varat, Murray, Co. 48
Victor Safe & Equipment Co. Inc. 51
Vogel-Peterson Co., Inc. 46

W

Welch, W. W., Co. 10
Wholesale Typewriter Co. 15
Wilson-Jones Co. 39
Write, Inc. 50

Z

Zephyr American Corp. 52

The ZEPHYR AMERICAN *Line*

For office efficiency, premium effectiveness—see the smart Zephyr American Corp. line. Use QUICKMAIL COUPON No. 47.

In America's Great Battle against Time

★ Today decisions are needed immediately! Figures determine action. Let us show you how Underwood Sundstrand Adding-Figuring Machines can save time and cut down figuring costs.

Underwood Sundstrand gives you more speed for the same reason it gives you accuracy. It's simple! There are only ten numeral keys on the Underwood Sundstrand keyboard. Fast, accurate touch operation is natural right from the beginning. The operator keeps her eyes on the work. There is no head swinging between copy and machine. No fatigue to invite mistakes and delays.

We invite you to *try* a new streamlined Underwood Sundstrand Adding-Figuring Machine in your own office with one of your own staff at the keyboard. You, too, will be amazed at the easy, fast, quiet, accurate operation. Telephone or write our nearest branch—today—for a free trial—no obligation, of course.

UNDERWOOD ELLIOTT FISHER COMPANY
One Park Avenue, New York, N. Y.

Sales and Service Everywhere

Copyright 1941, Underwood Elliott Fisher Company

Underwood Sundstrand

Skyrocketing

BEFORE THE AD'S IN PRINT!

THE NEW *Dollar*

YELLOW BAND GUARANTEED

PERMAPOINT PEN

Think how these features will make for Office-use Economy:

- **"IRIDIUM*" TIPPED (for smoother writing)**
- **4 INTERCHANGEABLE POINTS (lower inventory for you)**
- **BEAUTIFUL MERCHANDISE (our picture isn't half good enough)**
- **COLORS: Burgundy—Green—Gray—Golden Brown and Raven's Wing Black.**
- **MATCHING MECHANICAL PENCILS with EXTRA THIN leads at only 50¢.**
- **SETS in Gift Boxes only $1.50 complete.**

IT'S THE HOTTEST THING OF ITS KIND!

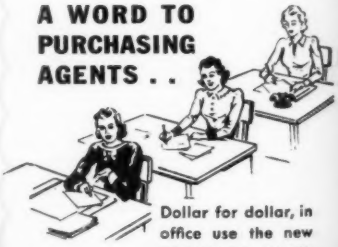
*Trade name—Over 40% Platinum and Osmium content.

COMPLETE RENEWABLE ASSEMBLY UNITS . . . .

25¢

(Fit Ladies' Size as well as Standard)

A WORD TO PURCHASING AGENTS . .



Dollar for dollar, in office use the new EBERHARD FABER "PERMAPOINT" FOUNTAIN PEN offers service value that makes it a "best buy". ASK YOUR STATIONER TO SHOW YOU THE LINE . . . both Pens and Mechanical Pencils.

EBERHARD FABER

Leadership

IN FINE WRITING MATERIALS SINCE 1849

EBERHARD FABER PENCIL COMPANY, 37 GREENPOINT AVENUE, BROOKLYN, N.Y.

To answer the above ad use QUICKMAIL COUPON No. 41